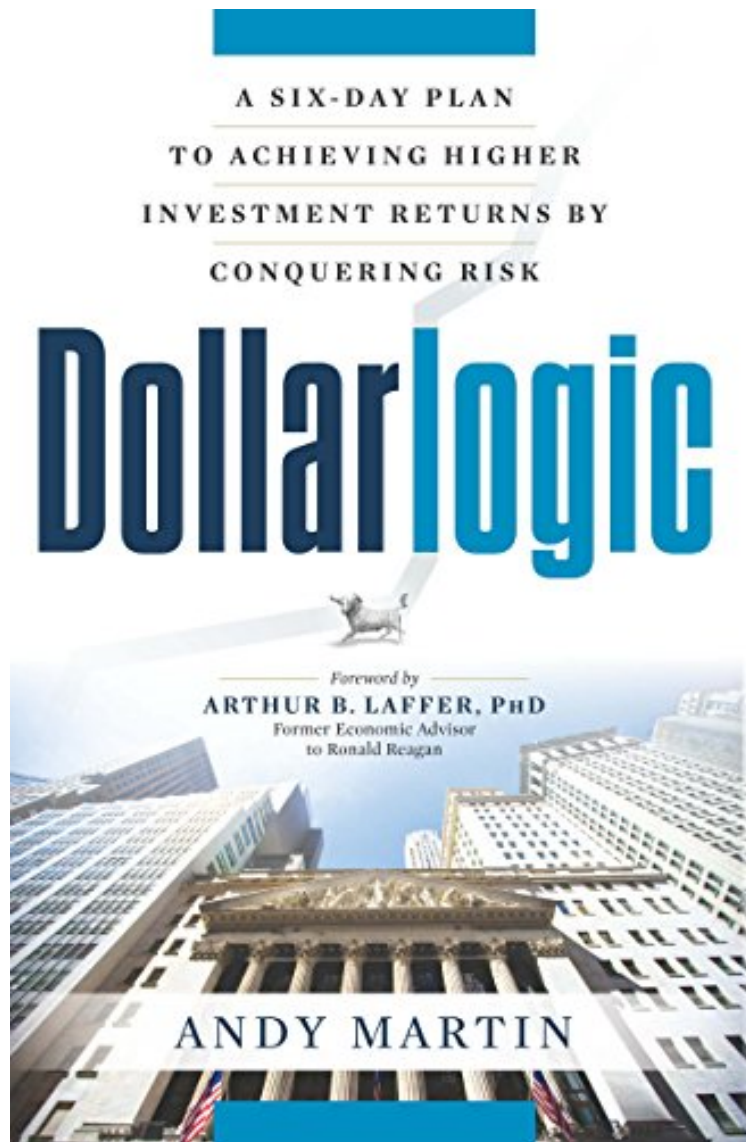


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## Dollarlogic

*Andy Martin, Arthur B. Laffer*  
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**Andy Martin, Arthur B. Laffer : Dollarlogic** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dollarlogic:

1 of 1 people found the following review helpful. Are you carefully dodging of financial risk? Caution, you may be running in the wrong direction. By S. Woolverton I read a lot of personal finance and investing books and DollarLogic is different. The author presents a very unique idea: the risk you're worrying about is the wrong risk. Spoiler Alert: Don't worry about so-called "risky investments"; your real risk is not having enough money to retire comfortably. Yes, read that again: your real risk is not having enough money to retire

comfortably. The author builds and defends this redefined risk. He offers actionable solutions that are simple to grasp and easily executed at any discount broker. 1 of 1 people found the following review helpful. What is your definition of investment risk? Think again... By Brent G. What is Risk? Andy Martin's book, "Dollarlogic: A Six-Day Plan To Achieving Higher Investment Returns By Conquering Risk" challenges consensus thinking. To understand investment Returns, one must first understand investment Risk. Andy delivers an easy-to-follow investment plan based on math, common sense, and experience. His analogies, illustrations, and humor make "Dollarlogic" an enlightening and enjoyable read. Do yourself a favor and apply Dollarlogic to your investment strategy. Every investor and advisor should read this book! 1 of 1 people found the following review helpful. Useful, but... By S.N. A lot of great points and topics addressed, but in the end, Martin is essentially saying, "don't make investments yourself - you will fail. Instead, find a good investment advisor." Don't get me wrong, I still recommend this book, but didn't care for the "hand-over-your-money" mentality, for that's not what I'm trying to do!

Risk does not equal reward. This is the proprietary thesis of Dollarlogic and what separates Martin's message from the rest of the "buy, buy, buy!" investment industry. Risk does not equal reward in relationships, behind the wheel of a car, or in any other aspect of life, so why should it in the highly varied and sophisticated world of investing? In Dollarlogic, Wall Street veteran Andy Martin explains what risk really is, why stocks are actually less risky than bonds, and why predicting yourself is more important than predicting the stock market. The new investment philosophy of Dollarlogic will show you how and why to make the important changes in your investing habits that could make a meaningful difference in your life and legacy. Although it may be true that money can't buy happiness, it can buy just about everything else! In this practical and readable book, you'll learn: What's changing in the workplace and the workforce today. The four types of investors and how to become the right one. How losing less is better than winning more. How to stop chasing returns and start chasing—and winning—odds. Why a higher return investment can actually make you less money. Why your no-load fund could be much more expensive than you think.

In this exceptional book, Andy Martin tells us that an astounding 97% of investors admit that they need to be better informed when it comes to investing... and then he delivers an investment primer so complete on the factual data, wisdom borne of experience and recommended investment strategy to which, in my opinion, the best people in the field would find it tough to add further value. Andy's rich array of analogies and illustrations make the book an entertaining read in what could easily be an arid subject. Fritz Meyer, independent economist and market analyst, former senior market strategist, Invesco Ltd. Add Dollarlogic to your portfolios. Andy Martin is a warhorse financial adviser who challenges consensus thinking and helps you make better investment decisions. Norb Vonnegut, New York Times-acclaimed author of The Trust About the Author As an active investment advisor and mutual fund manager, Andy Martin boasts a unique combination of hands-on advisor/investor experience and a deep research base of novel investment ideas. He began his investment career with Merrill Lynch and is cofounder and president of Twelve Advisors, LLC, an SEC Registered Investment Advisor, and registered representative, general securities principal with FINRA member firm, Girard Securities, Inc. Martin has worked in virtually every part of the securities industry, including operations, sales, management, product development, research, and compliance. His research has been published or reviewed in a wide variety of journals and publications. He is Series 7, 24, 53, and 65 licensed, is a graduate of Belmont University (BBA in economics), and Vanderbilt University (MLAS), and lives in Nashville, Tennessee.