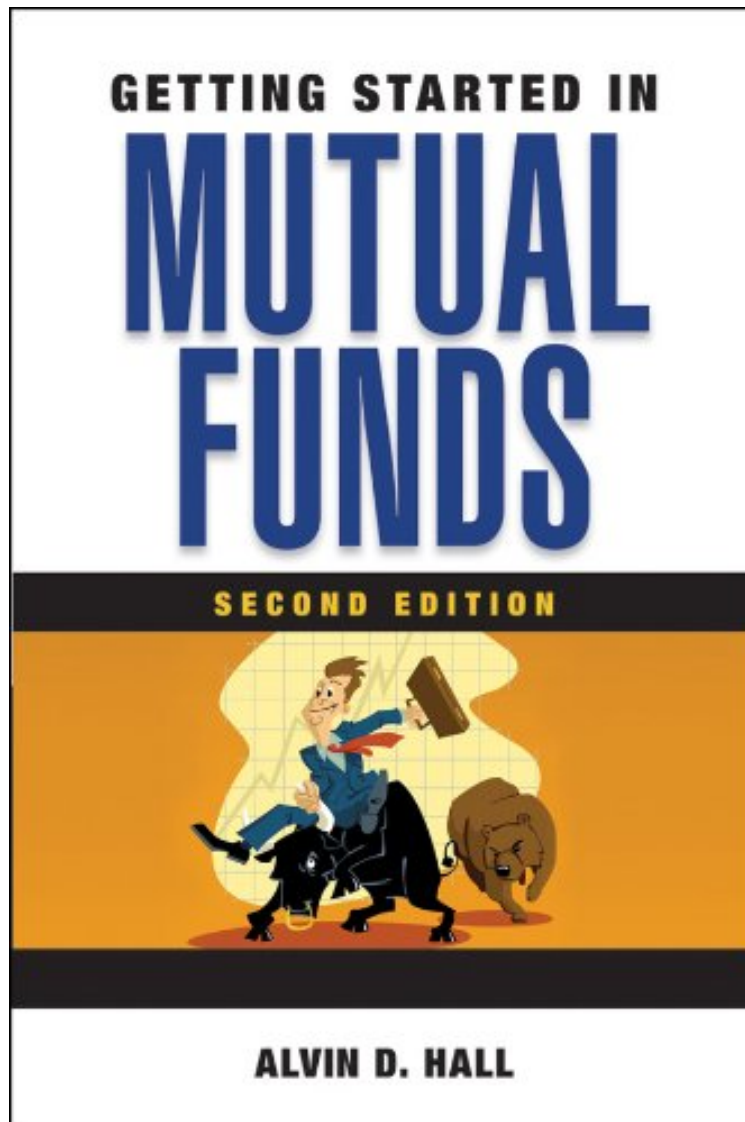


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Alvin D. Hall

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Alvin D. Hall : Getting Started in Mutual Funds (Getting Started In.....) before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting Started in Mutual Funds (Getting Started In.....):

2 of 2 people found the following review helpful. Complete and concise...By Anthony K WellsHall truly does an impeccable job of condensing mutual fund know-how into a concise and effective guide. He never dumbs down the conversation or glosses over any concept. It's in the latter particular that makes this book essential to anyone who is entering or already invested in the world of mutual funds.Hall divides his book into a logical progression from basic definitions and structure to the more complex aspects of analyzing performance. His thorough description of the various mutual fund types is well organized and explained with common sense examples. The following chapter on

fees and expenses is a great reference to deciphering what a fund's prospectus says about fees and the long term consequences of these expenses on returns. He further goes on to discuss buying, redeeming, and exchanging mutual funds; fundamental but necessary skills for any mutual fund investor. No other book on mutual funds that I've read comes close to his expertise in the collection of definitions, facts, and working knowledge into such an easy read. His final chapter of collected mutual fund investing wisdom is worth the price of the book alone. I strongly recommended that anyone thinking of investing or already invested in mutual funds should get and read this book. 11 of 11 people found the following review helpful. Just the Facts...By Thea Clough I just got the book last night, but so far it is great. I know very little about investing, just that I wanted to know more about Mutual Funds before I try to pick one. It has a lot of facts but isn't dauntingly dense. There are lots of charts, definitions in the margins as well as a full glossary and plenty of room in the margins for notes. I choose this book over the For Dummies book because I didn't want to read an extra 200 pages of stories.

A fresh look at the ever-changing world of mutual funds Like all investment instruments, mutual funds continue to evolve. In the last decade however, there has been plenty of change, including market capitalization, the introduction of new types of funds, and the expansion of the mutual fund model to include investments in commodities. Getting Started in Mutual Funds, Second Edition offers a completely updated look at this popular investment vehicle, including everything from Morningstar's new matrix of evaluating a fund's investment style to implementing mutual funds into long-term investment strategies in retirement plans. Throughout the book, author Alvin Hall also focuses on the basics, like how to read a prospectus, how to evaluate ongoing fees and expenses, and how to gauge a fund's performance. Acquaints you with the various types of mutual funds and how they are structured Explains important mutual fund terms and concepts New chapters include information on exchange-traded funds and how they compare to mutual funds in terms of performance, risk and fees Reveals how to assess a fund manager's investment style and its impact on your returns Gain a better understanding of mutual funds and maximize your investment returns with Getting Started in Mutual Funds, Second Edition.

From the Back Cover A FRESH LOOK AT THE EVER-CHANGING WORLD OF MUTUAL FUNDS GETTING STARTED IN MUTUAL FUNDS, SECOND EDITION Despite what has happened in the markets over the last few years, mutual funds are still a reliable investment option; whether you're involved with them via a 401(k) plan, an IRA, or any other type of account. But if you're unsure of how mutual funds can help improve your future investment endeavors, then this is the book you need to read. Getting Started in Mutual Funds, Second Edition offers a completely updated look at this popular investment vehicle. In it, author Alvin Hall fills you in on everything you'll need to select the right funds; from acquainting you with the various types of funds to revealing how they are structured. Along the way, he also explains important fund terms and concepts in a straightforward style, and helps you to understand the specific measures you must examine before investing in a fund. With this book as your guide, you'll quickly learn how to: Select mutual funds that are suitable for your financial goals Understand the risk evaluations of a particular fund during bull and bear markets Assess a fund manager's investment style and its impact on your returns Evaluate ongoing fees and expenses as well as calculate return on investments Buy, redeem, and exchange mutual funds, as well as take advantage of shareholder services And much more Engaging and accessible, the Second Edition of Getting Started in Mutual Funds will help you make more informed decisions in your search for, and analysis of, funds that could fit your particular investment objectives, risk tolerance, and time horizon. About the Author ALVIN D. HALL is an internationally renowned financial educator and has been teaching about the financial markets and investment products for nearly three decades. He has written more than a dozen investment and personal finance books, including the bestselling *Your Money or Your Life* (nominated for a 2010 NAACP Image Award), *Getting Started in Stocks*, and an award-winning children's book, *Show Me the Money*, which has been published in twenty languages. Hall has hosted several BBC2 television series, including the award-winning *Your Money or Your Life*, as well as programs on BBC Radio 4 about business, personal finance, and contemporary art. In 2010, Hall hosted the BBC World News series *Alvin's Guide to Good Business*, featuring social entrepreneurs in Africa, Asia, and the United States. Hall is a personal finance contributor on NPR's *Tell Me More with Michel Martin* and WNYC's *The Takeaway*. He lives in New York City and is President of Cooperhall Press, Inc., a company that designs and conducts training programs about the financial markets.