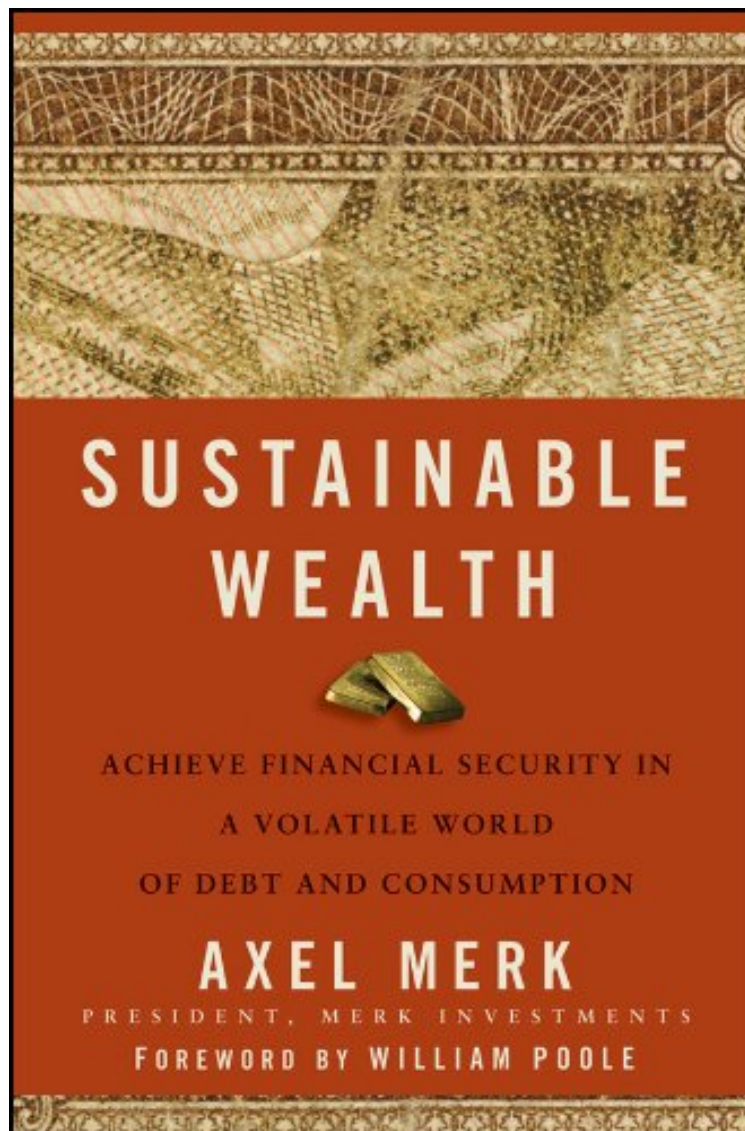


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# Sustainable Wealth: Achieve Financial Security in a Volatile World of Debt and Consumption

*Axel Merk*

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**Axel Merk : Sustainable Wealth: Achieve Financial Security in a Volatile World of Debt and Consumption** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sustainable Wealth: Achieve Financial Security in a Volatile World of Debt and Consumption:

4 of 4 people found the following review helpful. good summary of economic history of past, present and futureBy Recent RetireeThis book contains is written in a easy readable direct style. It contains a summary of the best most

common sense advice about financial planning I have found after reviewing many financial newsletters, reading many financial planning books and talking to a few knowledgeable friends and relatives that I use as financial planning filters. These financial filters have been investing successfully in some cases over 50 years thru many bull and bear markets and one a financial instrument manager has CPA, MBA, CFA certification. I retired in mid 2009 with a all cash retirement portfolio and needed advice in how to allocate my funds from a all cash US Dollar position. I am currently still 35 % US dollar cash but have a mix of domestic and foreign equities ( individual stocks via a few investment newsletter advisories I trust and who are rated good by non profit American Association of Individual Investors and Vanguard Mutual Funds including 10 % position in its precious metals fund) and Vanguard and Pimco Harbor Bond Funds . Its hard to invest for both a Bull and Bear Market and protect your funds against the US Dollar erosion and future inflation but I am trying. 22 of 24 people found the following review helpful. A financial planning book for the economic chaos. By photondnAxel Merk's Sustainable Wealth is a financial planning book for the Depression-like economic times. This book is a good introduction to sustaining whatever wealth you have left after your wealth was squashed by the economic collapse. The highlights of this book were the following:- How public policy is killing economy recovery.- How social complacency and hubris lead to the slow downfall of the American economy- Making the distinction between conventional wisdom and true wisdom.- Getting a grip on one's expenses and debt and concentrate on building wealth. This book reminds me of Kiyosaki's Rich Man, Poor Man from long ago as a financial planning book. Although it spends a considerable portion to the historical events leading up to the economic collapse and somewhat psycho-analyze why people did what they did that contributed to the economic collapse, This book ultimately focuses on modifying one's behavior to cope with the current economic conditions and build one' wealth. The strength of this book is that it attacks conventional wisdom toward investing and stresses to be skeptical of current public policy that is targeted to fix the current economic problem. In other words, don't buy into conventional mainstream wisdom and don't rely on public policy to save you. It encourages to keep your eyes peeled to changes in the economic landscape, and consider various ways to preserve one's wealth. I am glad that this book targets conventional wisdom, complacency, and current public policy, all of which I thought were lacking in other gloom-and-doom books. This book is quite concise, but it is a good intro to describing to the unsophisticated as to what is going on and what to do think and do next. If you're the kind of person who bought a house two years ago, bought a brand new car, maybe took a home equity loan, ignored your chicken-little friend's warnings two years ago, slowly watched your net worth go into the red, now your chicken-little friend might have been right after all, and slowly realizing that your ship is nearly sunk, this book is probably for you. If you're having doubts that the economy is not as good as what the mainstream media is leading you to believe, this book is probably for you. 0 of 0 people found the following review helpful. Five Stars By Tucson Rocks great easy read

A personal finance guide for today's turbulent world Sustainable Wealth empowers you to achieve your financial goals by unleashing the shackles of debt, no matter how uncertain the future may be. Filled with in-depth insights and practical advice, this reliable resource illustrates how you can predict economic booms and busts before they happen, adapt to changing markets and plan for lasting financial stability. Over the course of his career, Axel Merk has been at the forefront of identifying major trends, a leader in the public policy debate on how to fix the economy, and guide for investors looking to navigate the global credit crisis. With this new book, Merk puts your financial decisions in a global context and shows how factors ranging from the Federal Reserve and Congress to trends in Asia and Europe influence your financial well-being. Coaches you how to recognize major economic trends before they happen Puts forth a plan to help you cope with expenses and save for retirement, while building a legacy of wealth, not a mountain of debt Reveals why "staying the course" when governments or markets change the rules may be hazardous to your wealth As investors struggle to adapt to the new financial landscape, Sustainable Wealth provides straightforward answers to the tough financial questions we face-and the tools to achieve a financially sustainable lifestyle.

From the Inside Flap The world has endured an economic crisis of epic proportions—the biggest since the Great Depression. Trillions of dollars in accumulated wealth lost, gone forever. That crisis reminded us once again how quickly economic crises can strike and how bad they can be. You're a wealth builder. You work hard, and you want to have something to show for it some day. You want to send your kids to college, to plan a comfortable retirement, to sleep comfortably at night, and to achieve financial peace of mind. You want to use debt prudently, if at all, and have the ability to do what you want—financially—come hell or high water. What should you do to ensure that the next financial calamity stays clear of your backyard? That's where Axel Merk's Sustainable Wealth comes in. Over the course of his successful financial career, author and fund manager Axel Merk has led the way in identifying major economic trends before they occur. Most importantly, he has been a guiding light for investors and individual wealth builders to navigate economic crises like the recent global recession. Now, with this timely new book, Merk puts your financial decisions in a global context, showing you how "big picture" factors can influence your financial well-being. Part I of Sustainable Wealth helps you understand the dynamics that drive this world and how they may affect your finances. Here, Merk skillfully discusses the world we live in, by highlighting the temptations of our

society: the temptations of credit, consumption, policy change, and complacency. Rather than be left scratching your head about the meaning of the last Fed decision, you'll learn how the world really works and what it really means for you and your wealth. In Part II, you'll discover how to apply these lessons to your personal finances. Merk highlights that everyone should be challenging the conventional wisdom. He then illustrates how to save, spend, and invest in a volatile world, providing clear, straightforward advice should you and/or the economy be faced with a crisis. Filled with in-depth insights and practical advice, *Sustainable Wealth*: Reveals why "staying the course" when governments or markets change the rules may be hazardous to your wealth Coaches you on how to recognize major economic trends before they happen Offers a plan to spend, save, and invest wisely in the face of an uncertain world, build a financial legacy, and achieve peace of mind As you read *Sustainable Wealth*, you'll quickly be able to understand—and adapt to—today's erratic and rapidly changing markets. Financial peace of mind. That's what this book is all about.

**From the Back Cover**  
**Praise For *Sustainable Wealth*** "Finally an easy-to-read but very comprehensive study on investments in a world where sadly common sense is no longer so common—and short-term profit 'temptations' overwhelm the discipline of building sustainable wealth."—Marc Faber, Editor, *Gloom, Boom Doom Report* "Maybe had Congress gotten this book before this financial crisis, we wouldn't be in this crisis. But alas, we are, and alas, there's hope. Axel Merk not only shows Washington the way out, but more importantly, the rest of us too. Not with a lecture, but a plan, and a damn good plan, without the bull and without the jargon. It's why I love this guy. He really means it when he says he's looking out for the rest of us guys. In *Sustainable Wealth*, he proves it."—Neil Cavuto, Sr. Vice President and Anchor, Fox News Channel and Fox Business Network "The right financial decisions are always essential, but become particularly important in today's turbulent times. Preparation and knowledge are required to protect you and your family, and this book provides everything you need to develop a sound plan for the future."—James Turk, founder and Chairman, GoldMoney.com "It's hard to accumulate wealth without making many costly mistakes along the way. That has never been more true given the enormous financial risks we see today. This book may help you avoid them."—Bill Fleckenstein, Fleckenstein Capital "Axel Merk's *Sustainable Wealth* is a storehouse of historical and current investment information—clearly written and packed with valuable information. I recommend this book without reservation."—Richard Russell, Publisher, *Dow Theory Letters*

**About the Author** Axel Merk is the President and Chief Investment Officer of Merk Investments LLC, an SEC registered investment advisory firm that manages mutual funds specializing in currencies. He has published articles describing complex economic phenomena in understandable terms and is a frequent expert presenter and moderator at conferences. Merk is a sought-after voice in financial news, known for his understandable advice and uncanny ability to predict market movements. He is a regular guest on CNBC and Fox News, and is frequently quoted in *Barron's*, the *Wall Street Journal*, *Bloomberg News*, *USA Today*, and the *Financial Times*.