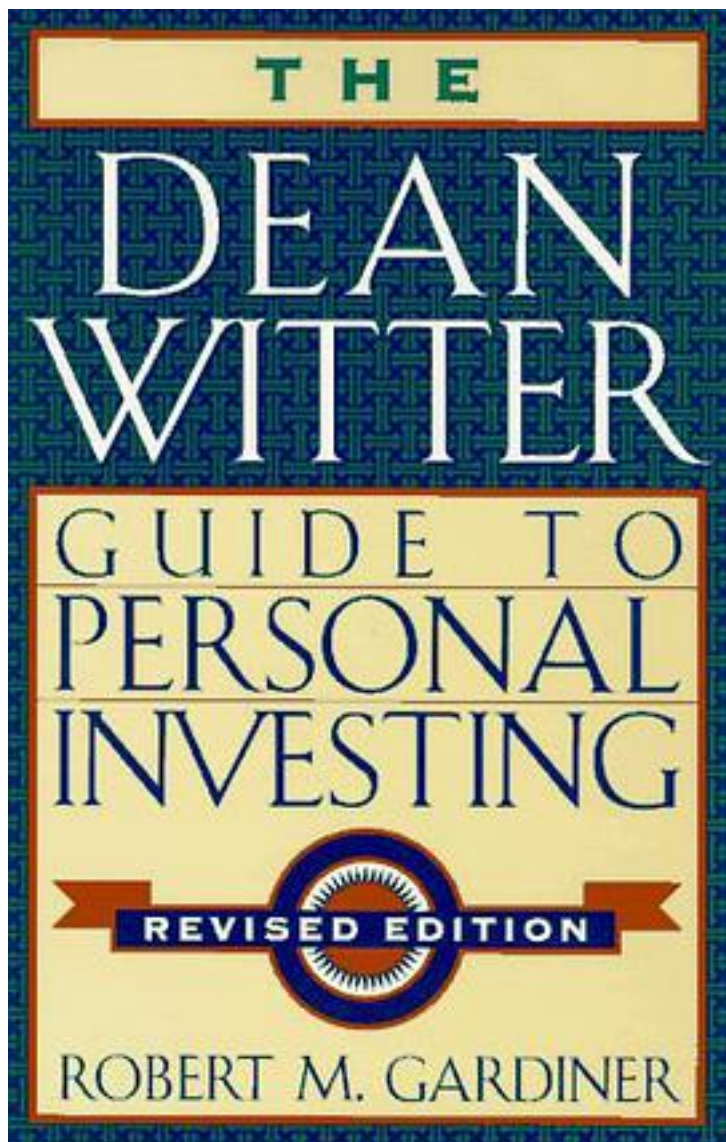


The Dean Witter Guide to Personal Investing



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Amazon.com The Dean Witter Guide to Personal Investing, by the financial service firm's former chairman and CEO Robert M. Gardiner, is a thorough primer on the basics designed for both the beginning and average investor. By offering complete, no-nonsense advice that is applicable in varying economic climates and diverse financial situations, it allows even those who may be totally unfamiliar with 401(k)s, IRAs, REITs, and CDs to get a proper handle on the workings of the stock market, mutual funds, real estate, online investing, life insurance, and myriad other fiscal options. From Library Journal Formerly with the New York Stock Exchange, Gardiner writes that patience, discipline, and planning will enable people without exceptional income to attain "financial serenity." He gives advice on how to amass the all-important beginning capital. His discussions of bonds, CDs, Treasuries, collectibles, and annuities precede major discussions of stock-market investing, home ownership, and life insurance. Along the way, he persuasively challenges some cherished Wall Street presumptions. The appeal of this book transcends the Tax Reform Act of 1986, so it should be useful no matter how tax laws change in the future. Recommended for most collections. Alex Wenner, Indiana Univ. Lib., Bloomington Copyright 1988 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title. See all Editorial Reviews

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