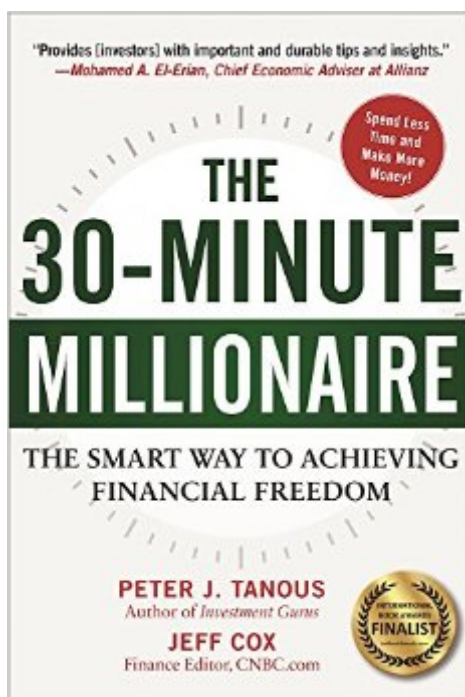


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# The 30-Minute Millionaire: The Smart Way To Achieving Financial Freedom



## Synopsis

Award-Winning Finalist in the "Business: Personal Finance/Investing" category of the 2016 International Book Awards; Who better than two keen observers of markets to guide us to successful wealth accumulation in a world flooded with information containing lots of signals and noise. By showing investors how to be a lot smarter about their time allocation, including what to look for and why, this book provides you with important and durable tips and insights. • Mohamed A. El-Erian, Chief Economic Adviser at Allianz Investing experts and best-selling authors Peter J. Tanous and Jeff Cox return with *The 30-Minute Millionaire*, a step-by-step guide to achieving financial success. Whether you're new at investing or already preparing for retirement, the authors provide practical advice with specific examples, giving you the tools and knowledge you need on your path to becoming financially secure. Learn how to:

- Build a well-balanced, risk-mitigated portfolio
- Achieve consistent returns over the long run through a passive approach
- Follow contemporary asset allocation rules and objectives
- Maintain discipline and patience in the face of difficult markets
- Avoid common, and not-so-common, investing pitfalls
- Invest in ETFs, commodities, gold, and other assets
- Ignore time-consuming market reports
- Understand the Fed's role in the economy and financial markets

The authors also give detailed instructions on exactly how much cash you'll need to start (less than you think!) and the best advice from financial gurus on your journey ahead. Stop trying to actively pick stocks, trade in and out of positions, analyze the data only the wonks understand, or time the markets; get on a simple, true path to financial freedom with *The 30-Minute Millionaire* today.

## Book Information

Hardcover: 192 pages

Publisher: Humanix Books (March 8, 2016)

Language: English

ISBN-10: 1630060399

ISBN-13: 978-1630060398

Product Dimensions: 6.1 x 1 x 9.1 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars • See all reviews • (20 customer reviews)

Best Sellers Rank: #158,490 in Books (See Top 100 in Books) #19 in Books > Business & Money > Finance > Financial Risk Management #45 in Books > Business & Money > Finance > Wealth

## Customer Reviews

As a millennial, I appreciated this straight-forward and useful guide on how to invest. Jeff Cox and Peter Tanous use understandable language and offer a savings approach that is within reach despite my generation's financial constraints. They make investing seem less daunting and more attainable over the long-term. I've already recommended this book to my friends.

I have read most of Peter Tanous's books on wealth management and this one meets the high standards of his earlier, best-selling *Investment Gurus*. Aside from that, Tanous has a beautiful, almost literary writing style, which makes the usually ponderous subject of finance an easy read. Highly recommended!

In this easy and enjoyable read, Tanous and Cox not only provide practical and easy-to-implement advice on investing for every day people, but also a roadmap to achieving one's long-term financial goals in as little as 30 minutes per week. Highly recommended for anyone that wants to take control of their financial future.

Great idea and it makes so much sense. Tanous and Cox convinced me that I can become a millionaire starting with a pretty small amount. The plan seems easy enough to follow and I'm looking forward to getting started.

This book captures a gameplan that could help anyone planning for their future. Reasons for the plan are explained and the roadmap is clear for long term success. I am buying copies for all of my children!

As a matter of disclosure, I purchased this tome at a bookstore. I've been in financial services for 28 years so I was able to read and evaluate quick and clean. What I liked about the book is that it serves as foundation for further learning and discussion about money and solid financial stewardship. The concepts discussed lay important groundwork for further investigation and knowledge. The basics of risk, reward, correlations, asset allocation are thorough, wrapped and teed up properly to lay out context. The overarching theme of the book is how as investors and investment pros, we tend to complicate the analysis, always seeking to get rich quick or beat the

market. More time studying is not necessarily a gateway to success when it comes to stock investing. As a matter of fact, as this book lays out, you don't need much time, it's the focus of your time. That being said, I'm not in full agreement with several of the tenets outlined such as how asset allocation is defined or how stocks for the long run is an effective investment strategy as I can show you 20 year periods where stocks have done nothing. But that's not important. The goal of a book like this is to get you out to begin, showcase the possibilities and showcase the framework of successful investing and concepts that are widely accepted. The book flows. It's easy to read. I like the conversational matter. It's not intimidating. If anything, it may get you to pick up additional books. This work is solid and a good guidebook.

I got a lot out of this book...very straightforward, useful advice. Not one of those gimmicky get-rich-quick books. Instead had specific, real advice that I will be using. I especially appreciated author's recommendations on what information, and what time periods to focus on when investing. Also appreciated the chapters on how to build a portfolio. Recommend.

I do not like this book. It makes statements that are misleading and sends people in the wrong direction. Example: on page 122, reference is made to an estimated 11.64% return on gold. That is wrong. Over the long term, gold has essentially no real rate of return; it just follows inflation. It's long term return may be 3-4% at best and at certain times (like the last 6 years) it has a negative 6% return. The author's return data set only goes back 15 years. Way too short a period of time. second example: chapter 16 on "populating your portfolio". The authors give poor guidance on investment vehicles. They must be working for Dimensional Fund Advisors because most of their selections come from that company. Although DFA is a great investment company, the average normal investor (the target audience for this book) cannot buy those funds directly. And if they could, there's a 1% sales load (not specifically disclosed in the book). The rest of the suggested vehicles are mostly open-ended mutual funds which are a dying breed. The way to go today is low-cost index funds, some of which are mentioned in this chapter. As for emerging market vehicles, why mention EEM which has a much higher expense ratio than VWO? This part of the book was just thrown together. A much better book is Richard Ferri's "All about Asset Allocation".

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