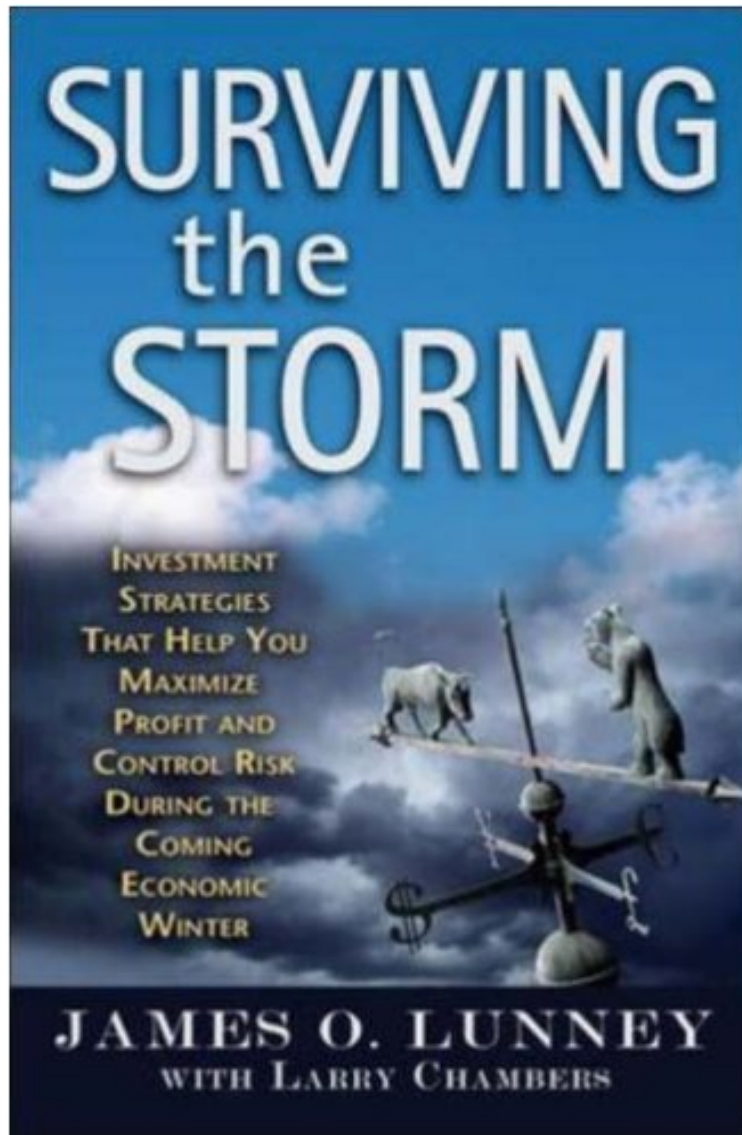


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## **Surviving the Storm: Investment Strategies That Help You Maximize Profit and Control Risk During the Coming Economic Winter**

*James O. Lunny*

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3 of 4 people found the following review helpful. True investment insight. Lunney has predicted the future. By Dr. Freeman One of the best investment books in decades. For starters, the book was just published. Lunney wrote about the current mortgage problems months if not years in advance. It must be nice to have a crystal ball. Must read for anyone who wants to invest wisely. 0 of 0 people found the following review helpful. New investment guide for aging markets By Rolf Dobelli This stimulating, comprehensive guide to wealth management could hardly be better timed. Published only a few months before what has been widely described as the worst financial crisis since the Great Depression, it offers readers a thorough, detailed guide to preparing for a long economic winter. Author James O. Lunney (writing with Larry Chambers) explores the influence of demography on growth - in the case of the United States, a rather dire influence - and offers readers a process-oriented approach to the management of wealth. He backs up his instructions that you should pursue good investing information by providing resource listings, including Web sites. Much of the book remains timely and forward-looking, even if some predictions have already begun to manifest. getAbstract does caution that those who read it might wish they had done so sooner. 0 of 0 people found the following review helpful. Worth Reading! By Barb Lunny's book is written sensibly and organized such that a novice investor or those who've never thought about their finances carefully can feel comfortable heading in a new direction. His idea of looking at ones entire "wealth" including investments, insurance, mortgage, etc. is practical and straight forward. Lunny explains his points in clear easy to read language. I bought the book for my husband and my son - both have learned a lot from it and are glad they have it!

Where will your assets be when the storm hits? Like a devastating tornado, economic downturns can flatten some investments and leave others in good shape. But by interpreting the spending patterns of key segments of the population, you can predict where tomorrow's risks and rewards will be. Surviving the Storm gives you the tools to know why, where, and when large groups of people will be spending their money - and ultimately, whether the stock market is going to crash or soar. Written by noted financial speaker and columnist Jim Lunney, Surviving the Storm shows you how to analyze birthrates, spending patterns, and economic seasons to predict the best diversification of your portfolio. One of only a handful of certified demographers in the country, Lunney's strategy is based on logical science. Through his successful eight-step presentation, you can learn to see your portfolio through his eyes and plan your investment strategy based on when and why people do things. Armed with Jim Lunny's advice, you'll be able to predict the economic seasons and devise strategies that protect your financial health through even the harshest winter.

About the Author James O. Lunney is Certified Financial Planner, a Certified Estate Planner, and a Registered Investment Advisor. He runs a wealth management practice in Colorado. Larry Chambers has written more than one thousand investment-related articles and numerous books, including three specialty bestsellers.