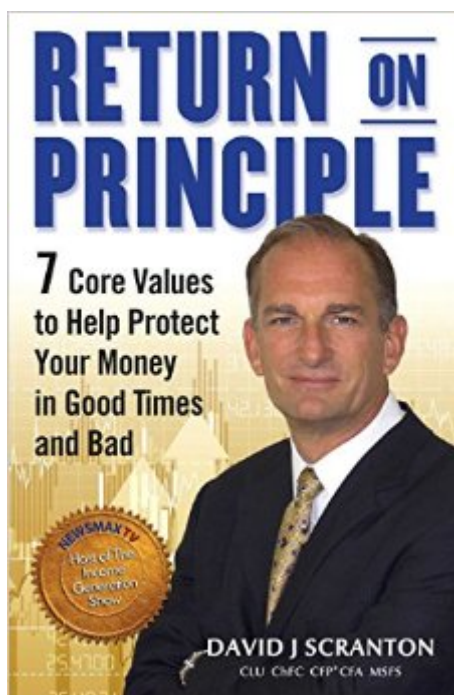


The book was found

# Return On Principle: 7 Core Values To Help Protect Your Money In Good Times And Bad



## Synopsis

Maximize your retirement and focus on income and master the "inside game" • armed with a fresh perspective of 200 years of stock market history tied to the exact lifecycle of the average investor. The majority of investment books today deal strictly with the external strategies to help you maximize your retirement. This book teaches you how to master "the inside game" including how to hire the best advisor for you at this point in your life. Fact: Since 2000, Americans saving for retirement have seen their nest-eggs decimated by two catastrophic stock market crashes, and the biggest financial crisis in the U.S. since the Great Depression. With the global economy still in turmoil and the potential for another market crash on the near horizon, today's generation of retirees and near-retirees can't afford to rely on outdated, stock market-based savings and investment strategies that put them at high risk for damaging losses. The good news is that they don't have to. For 17 years, author David J. Scranton has been teaching investors how to protect their retirement money from stock market turmoil through non-stock alternatives designed to generate reliable retirement income and provide reasonable, strategic portfolio growth.

## Book Information

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Introduction #352 in Books > Business & Money > Business Culture > Motivation &

Self-Improvement

## Customer Reviews

My adult son suggested I buy Return on Principle as a way to revisit my retirement plans with a fresh outlook. It is an enjoyable read, so much so that I didn't realize the stories and focus on values was providing instructional information. It's written in a very casual style for a book on money.

I'm just starting to make some changes now, but I feel much more confident than I have in 10 years that I won't lose money and will have what I need when I retire.

I often watch Dave Scranton's TV show The Income Generation. The no-nonsense, common sense ideas I think are smart and helpful. I ordered this book from TV because I wanted a better understanding of what I'm doing to get to retirement is right. It turned out to be an excellent book for this. I've made changes to how I do a lot of things and I am more sure that I am doing what I'm supposed to. The book covers areas I've never seen in other books, including looking at myself and my own needs and feelings about investing. It is as easy to read as a good biography.

My mom got me this book as a way to stay sane while studying. Have to admit, it was a pretty good read.

Andrew Agemy wrote:,Just finished reading the book. FANTASTIC!!!! I am inspired!!! I am motivated!!! THANK YOU!!!!

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