

[PDF] Buy And Hedge: The 5 Iron Rules For Investing Over The Long Term (Minyanville Media)

Jay Pestrichelli, Wayne Ferbert - pdf download free book

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Description:

From the Back Cover

Grow Your Assets and Reduce Your Risks the Way Top Money Managers Do

"This book is an absolute must read for investors in today's markets. Wayne and Jay provide a clearcut set of rules for investing that reduce portfolio volatility and provide the formula for superior long-term performance. Don't just buy and hold—Buy and Hedge!"

—Joe Moglia, Chairman and former CEO, TD Ameritrade

“‘Buy and hold’: How many times have you heard that phrase? If the last ten years have taught us anything it’s that ‘buy and hold’ has become as obsolete as a VCR. In *Buy and Hedge: The 5 Iron Rules for Investing Over the Long Term*, Jay Pestrichelli and Wayne Ferbert have provided the average investor with a road map for success in today’s turbulent markets. Over the years I have learned that there are no magic bullets for investing, but this book highlights common sense and winning strategies that will protect and grow your hard earned cash.”

—Guy Adami, CNBC’s Fast Money

“In the current financial climate, truth and trust are the most valuable commodities, and risk management trumps reward chasing. This book and the authors hit on all cylinders.”

—Todd Harrison, Founder and CEO, Minyanville Media

“If you are a beginner, [this book] will introduce you to concepts you may have never even considered in a straightforward, easy to understand manner. And if you have been investing for yourself for years, you will still find the discussion of risk and the advanced tactics enlightening. *Buy and Hedge* is a great resource that you will consult time and again as you master each tactic.”

—Pete Ricketts, TD Ameritrade Board member, Chicago Cubs Board member, and former COO, Ameritrade

“*Buy and Hedge* provides individual investors an alternative method to manage risk in their portfolios. This book comes at a critical time as markets have become more volatile and more individuals are managing their own money.”

—Christopher Larkin, Senior Vice President, ETRADE Securities

About the Author Wayne Ferbert is a cofounder and principal of ZEGA Financial, LLC, a Registered Investment Advisor. He has spent his entire 17-year career in financial services, with 10 of them in the online brokerage segment with TD Ameritrade. In addition to managing business development as a member of the Senior Operating Committee at Ameritrade, which included M&A and market research, he ran product development. Prior to Ameritrade, he worked in planning and analysis roles at a Fortune 500 insurance firm and then a Fortune 500 bank. Wayne has an MBA in finance from Loyola University (Maryland) and a BSBA in finance from Bucknell University. He has his series 65 license. He resides in Ellicott City, Maryland, with his family. He has three daughters, ages 6, 8, and 9, and coaches their soccer team.

Jay Pestrichelli is a cofounder and principal of ZEGA Financial, LLC, a Registered Investment Advisor. He has 20 years of experience in business management, with 12 years in the online brokerage field with TD Ameritrade and Datek On-Line. As manager of the Active Trading business, he helped drive it to become number one in trade volume of U.S. brokers. During that time he was a regular contributor as a subject matter expert on CNBC’s Fast Money, provided video interviews for CNN, and has been regularly quoted in publications such as *The Wall Street Journal* and *SmartMoney*. Licenses include series 7, 63, 65, 24, 4, and 3. Jay resides in Omaha, Nebraska, with his wife, Lynn, and 6-year-old son, Zander.

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