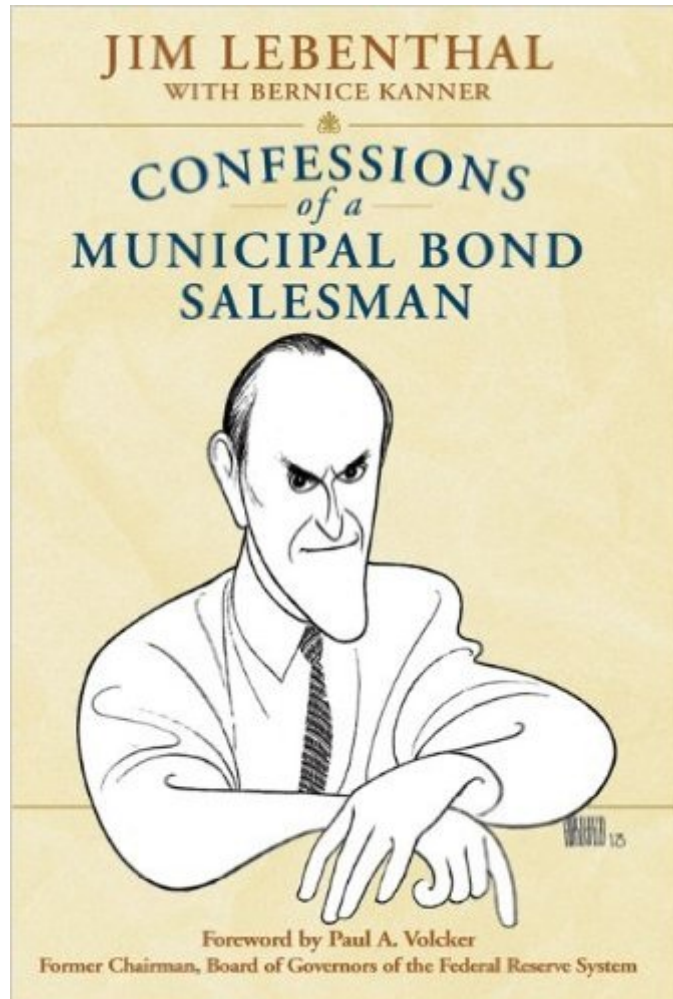


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# Confessions Of A Municipal Bond Salesman



## Synopsis

A true Wall Street icon tells his story in *Confessions of a Municipal Bond Salesman*. Follow Jim Lebenthal's life journey from Hollywood reporter to renowned bond salesman in this intriguing book. Each chapter consists of vivid stories in which Lebenthal recounts his successes and setbacks, as he worked to build his family business into one of the best-known municipal bond firms in America. Throughout the book, Lebenthal distills his experiences to help you apply what he's learned to your own careers and life. You'll benefit from Lebenthal's unique advice, as he touches on issues such as recognizing opportunity, ethics and morality at work, the secrets to selling, and avoiding procrastination. Written in an accessible manner and delivered with a dose of Lebenthal's trademark humor, *Confessions of a Municipal Bond Salesman* offers an entertaining and engaging look at this incredible individual-and shows you how to make the most out of your life.

## Book Information

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## Customer Reviews

As a work of writing, I only give this a 3. Although short and in very readable format, the style sometimes plodded for me...especially the account of Mr. Lebenthal's lunch with his advertising man. Sometimes it seemed a little too self-congratulatory. However, I have been in the municipal bond business for 20 years now and happened to be reading this book while I was on a sales trip to Detroit trying to sell muni funds. I, along with Mr. Lebenthal, believe munis should be sold as he sold them: for income...tax-free income. So I was very reassured to get this legend's thoughts and approach in one volume and to be able to nod along as what I say in my presentations is validated by this giant in the industry. I had the honor to sit next to Mr. Lebenthal once at an SEC roundtable

in D.C. and to exchange pleasantries with him. One of the highlights of my career. This book will really benefit today's muni professionals who have perhaps lost sight of what muni bonds are meant to do and not do. It will also benefit many people who want to learn of a life live with zest and passionate devotion to his life's work.

This book is full of wit and humor. The art of sales is universal. Highly recommend for everyone, especially if you want to know more about the municipal bond.

Excellent and down to earth book; Jim Lebenthal tells it like it is; Jim's ads for selling muni bonds were very effective. It is sad that the Lebenthal brand and Lebenthal name is no more, since the company was sold to Advest in 2001 and Axa, and now Merrill Lynch. At least Advest, Axa saw the value of the Lebenthal name; Merrill Lynch will not use the moniker.

Good read but its kinda biography some great stuff at the end for a bond buyers. A must read for professionals going into the field. How ever allot of it is very general.

This book is a quick and easy fun read about municipal bonds in the 70s & 80s. If you are new to the muni industry or born after 1980 and live in New York, this is a must read.

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