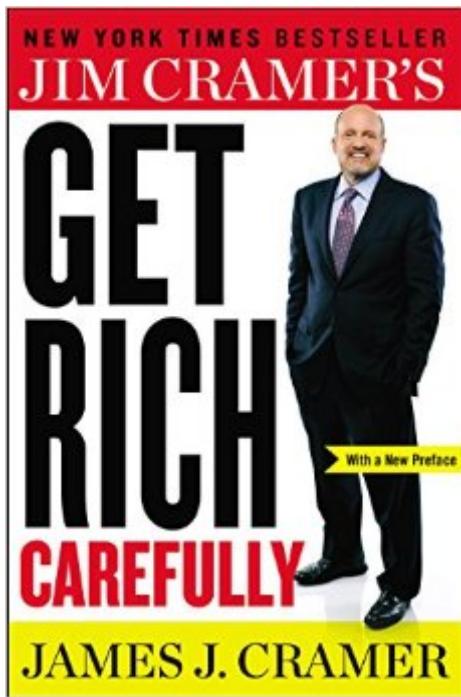


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# Jim Cramer's Get Rich Carefully



## Synopsis

Mad Money host Jim Cramer shows you how to turn your savings into real, lasting wealth. Tired of phony promises about getting rich quickly? How about trying something different? How about going for lasting wealth and doing it the cautious way? In *Get Rich Carefully*, Jim Cramer draws on his unparalleled knowledge of the stock market to help you navigate our recovering economy and make big money without taking big risks. In plain English, Cramer lays it on the line. No-waffling, no on-the-one-hand-or-the-other hedging, just the straight stuff. He names names, highlights individual and sector plays, identifies the long-term investing themes and explains how to develop the discipline you need to exploit them. An invaluable personal finance book, *Get Rich Carefully* is your guide to turning your savings into real, lasting wealth in a practical, highly readable, and entertaining way.

## Book Information

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## Customer Reviews

Most people seem to either love or hate Jim Cramer. I'm actually sort of in the middle, he does have some good ideas and insights mixed in with a lot of bombast (see *Mad Money*). I've been investing and doing a lot of reading in this area since the 1970's, and, for me anyway, I discovered that if I came away with just one or two new ideas after reading a book it was well worth the time it took to read it. The trick is to take away what you can use in your personal investing approach and ignore everything else. No one, not Jim Cramer, not anyone else, has all the answers. This book actually touches several different areas when it comes to investing. Most of it is more of how to think about investing, and how to approach it, which is actually a good thing. And there is something here for

almost everyone, hence the need to pick and choose, because if you try to incorporate all the ideas in this book you will be a buy-and-hold fundamental investing technical chartist, while taking into account who the CEO is. A tall order, to say the least. So if this is your actual first book on investing, might not be the best choice to start with. For someone who has already established an investing style, there is a lot of good stuff in here, at least for more traditional investors like myself. There is a whole section about charting stock patterns, which I didn't even bother with, because for me, using past performance charting to predict future stock moves is akin to reading chicken entrails. But hey, Cramer is a millionaire and I'm not, so who knows?

I bought this because I saw an interview with Cramer where he talked about the tests he applies for finding good growth stocks. This is thoroughly discussed, and very much worth reading. This is a good book about what you need to know in order to invest, and where to find it that information. The book is loaded with information and insight throughout. It's definitely worth your time even if you have read umpteen other investment books, as I have. A good summary at the end of every chapter. Cramer writes well and clearly. I downgraded it one star because there were individual recommendations throughout the book. While this would be helpful to someone carefully studying to find out why they are best of breed and why their competition is inferior, I couldn't help thinking some people would see the discussion as a buy recommendation. All of these may be great companies in their sector, but some of these sectors get hammered pretty hard from time to time. Do not take his remarks as buy now statements. Ch 1, on what makes a stock move will get you started thinking about the right things and looking for the right information. The way ETFs can overwhelm individual stocks was worth learning. The importance of choosing a strong sector. How bonds and stocks are related. The effect of interest rates, and the Fed. Growth rate as the most important fundamental influence. Secular growth vs cyclical. Ch 2, what is good information from a stock owners point of view and what is not. Where to look for the information you need. What particular metrics are important for different sectors-- eg same store sales for retail. High growth stocks, what to look for. Why to go for Best of Breed instead of third and fourth tier stocks.

I've been a fan of Jim Cramer long before I had enough money to actually start trading. I watch CNBC daily and look forward to his pre and post market commentary. Get Rich Carefully reminds me a lot of Peter Lynch's "One Up On Wall Street". The approach is common sense investing. It's not about scanning balance sheets and candlestick chart patterns. It's about how the average retail investor can use what they already know to be successful with long term investments. I absolutely

agree with this approach, although I don't have the attention span to be a long term buy-and-hold investor. You will gain a lot of insight into some of the most popular brands like Home Depot, Salesforce, Nike, Disney, Starbucks, Google, and (to name a few) (okay so that was more than a few). Cramer will teach you what to look for on earnings conference calls that can help you make investment decisions. Some of this insight is incredibly creative, like using Caterpillar's earnings to gauge growth in China. Since the book is a couple years old, some of the companies he mentions are not going to be wise investments today. For example, he raves about Whole Foods, which is a terrible stock and questionable company at the time I'm writing this. My biggest take home from the book was to learn about the CEO of the company you are interested in investing in. He raves about Disney's Bob Iger and Starbuck's Howard Schultz, which have been 2 powerhouse stocks since this book was published. This is the reason why I refuse to invest anything in Twitter - because they have poor leadership. It's also the reason why I purchased 100 shares of Kinder Morgan for my IRA, based on Cramer's assessment of Richard Kinder (and my further due diligence).

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