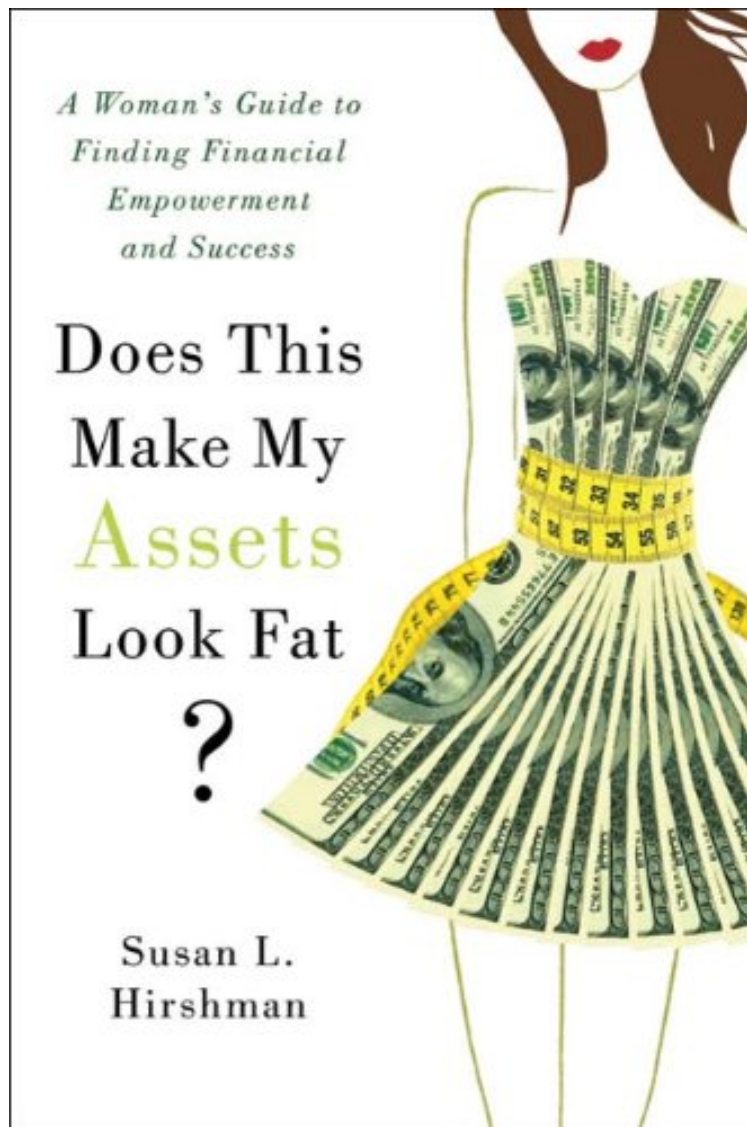


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Susan L. Hirshman

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Susan L. Hirshman : Does This Make My Assets Look Fat?: A Woman's Guide to Finding Financial Empowerment and Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Does This Make My Assets Look Fat?: A Woman's Guide to Finding Financial Empowerment and Success:

1 of 1 people found the following review helpful. A guide for women who understand that a man is NOT a financial plan. By CynThis is an excellent book for women wanting to understand all aspects of finance. It provides a correlation

between rules of healthy eating and finance in a humorous, easily understood way. I loved the way it broke down the food groups with similarities in financial holdings. I just retired with 32 years in banking and recommended it to many of my customers. This copy I purchased for my niece. 0 of 0 people found the following review helpful. Every woman should own a copy

By Nikita D. Martin I picked this book up at Borders in Hawaii right before it went out of business. Needless to say, I have recently become obsessed with understanding investing and personal finance and this book was deeply discounted; I thought, what the heck- I'll give it a go. Initially, I rolled my eyes at the title, I honestly felt that it was corny and I have never had much luck sticking to a diet anyhow, so it didn't really resonate with me. After getting through the first few pages of diet references (as the other reviewer noted- seemingly there to justify the title) I actually began to enjoy the content and learn a lot. I agree with Mrs. Hirshman on the fact that most women don't have much insight or knowledge when it comes to personal finance and investment vehicles to grow your own assets. Even more so, most women- especially successful women are too proud to ask the pertinent questions when it comes to finance for fear of embarrassment and pride. That is my case- I am currently dating a man who is extremely knowledgeable on finance and investing and to put it politely "really has his "stuff" together. That being said, when he asked me my financial goals, objectives and investments, I quickly panicked and stated I don't speak about my personal finances with others. The truth is that I have never paid much attention to it and by the age of 26, I got to a point where I felt I should have known this stuff by now and been much further along in my investing; hence now feeling embarrassed as an independent successful woman that doesn't seem to have much control over my financial future. Since I have a secure job and make enough money to invest in a portfolio instead of a mall shopping cart, I knew it was time to turn this around and grow my assets. As Susan states, "A man is NOT a financial plan" and regardless, I refuse to go into a marriage with significantly less to contribute when there is no reason for it. Thus Mrs. Hirshman's book is answering up all my questions in the privacy of my own home and giving me the tools to build a foundation on where to start, and that starts by being honest with myself about my current standing and where I want to go. The books I have purchased to read following this one will make so much more sense now! I am going to buy quite a few copies of this and distribute them to girlfriends and one day my own daughters. I wish I had known what I know now at an earlier age-- the advantage most men have over females (something Mrs. Hirshman touches on at the beginning of the book) Therefore; after this long review, I gave it 4 stars because I loved the content and format. It is more than I expected, especially from the cheesy title. I did remove one star because I am not looking to just 'grow' my assets, I am looking to be a successful investor thus beating standard returns. I feel that Mrs. Hirshman writes this book assuming we all want to be average investors and just do enough to preserve and slightly grow our assets for retirement. The diversification strategy is just that, a strategy. It offers less risk, but also limits your returns substantially. After reading other books, I'm not sure it is the BEST strategy like Hirshman harps on in this book- although I know she is just trying to give us a grounding knowledge in investments, not teach how to really excel. I had to remove one star for that because I don't consider myself average nor want average returns to stay afloat. Other than that, GREAT beginners book and a great book for females to feel more secure in their knowledge without having to look and feel stupid asking someone else that probably can't explain it in laymen terms anyhow.

3 of 3 people found the following review helpful. Brilliant!

By Chris I bought this book after hearing the author speak recently. What's inside is every bit as clever and fun as the adorable cover. Susan's intelligence and wit come through in a big way to make what can be a scary and very dry subject very manageable, and yes, even fun! As a CPA financial planner myself, I find myself using Susan's colorful food metaphors repeatedly. So many people I meet just want to feel smarter about their money, and this book will definitely do that! I highly recommend it whether you're starting out investing, or well on your way! It can help both DIYers and those who work with advisors feel on solid ground in their financial life.

As Susan Hirshman sees it, the rules of successful dieting are the same rules that apply to successful money management. In this upbeat and informative guide she offers women a 3-phase personalized plan that follows common dieting programs to help them understand their finances. The structure of the book is consistent with that of a typical diet book - it includes an evaluation phase, an induction phase, and a maintenance regimen. Susan offers specific advice on topics that matter most to women including how to develop realistic and attainable goals, how to make smart financial decisions, how to determine the best way to invest based on a reader's 'investment personality', and how and when to get professional help from a financial advisor all while relating it back to a theme that practically every woman has experienced at least once in her life - dieting!. Susan's program completely removes the intimidation factor that often accompanies the words 'personal finance' and 'investing' and provides women with all the information they need to take control of their financial situations once and for all.

From Publishers Weekly A comprehensive and coherent breakdown of basic financial and wealth management information from a J.P. Morgan financial adviser. An increasing number of women are controlling more and more of the wealth in America, but studies suggest that women's financial literacy is not increasing. Hirshman, who counsels investors on their personal finances, uses comparisons with dieting--a framework also used in Alice Wood's excellent

Wealth Watchers--and the metaphor holds up well: both dieting and investing require discipline, take time, and yield rewards. Hirshman presents reviewing a net worth statement as "stepping on the financial scales," and investment categories as the basic food groups. Though it's not overtly stated, the advice is aimed at an audience with a fairly old-fashioned view of finances--she speaks passionately about the need for women to be equal partners in their marital finances and admonishes women that "a man is not a financial plan." Hirshman provides all of the information necessary for a solid financial background, and cheers on her readers with a positive message: "The only person responsible for you is you." Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Imagine a banker with world-class credentials sitting down at your kitchen table to hold your hand, offer you tea and sympathy, and set up your financial life, savings, retirement, and insurance . . . and the detailed goals quiz alone is worth the book price." New York Post; "Hirshman's advice is sound and far from watered down for the female audience." Forbes.com; "By recasting investment decisions into a more familiar realm, Susan Hirshman shows that demystification by analogy really works, and your assets will be the major beneficiary." Derrick Niederman, author of *Number Freak*; "Women, this one's for you... if you think you are a little rusty on your financial picture or you let someone else handle the big stuff, there's new book on the market teaching women to be financially literate and watch your money exactly the way you watch your calories -- carefully with an accountable eye." DIYFrugal.com About the Author Susan L. Hirshman was a managing director at a top global financial institution for most of her career. She holds an M.B.A. from Baruch College and is a Certified Public Accountant, a Certified Financial Planner, a Chartered Life Underwriter, and a Chartered Financial Analyst. She lives in Manhattan.