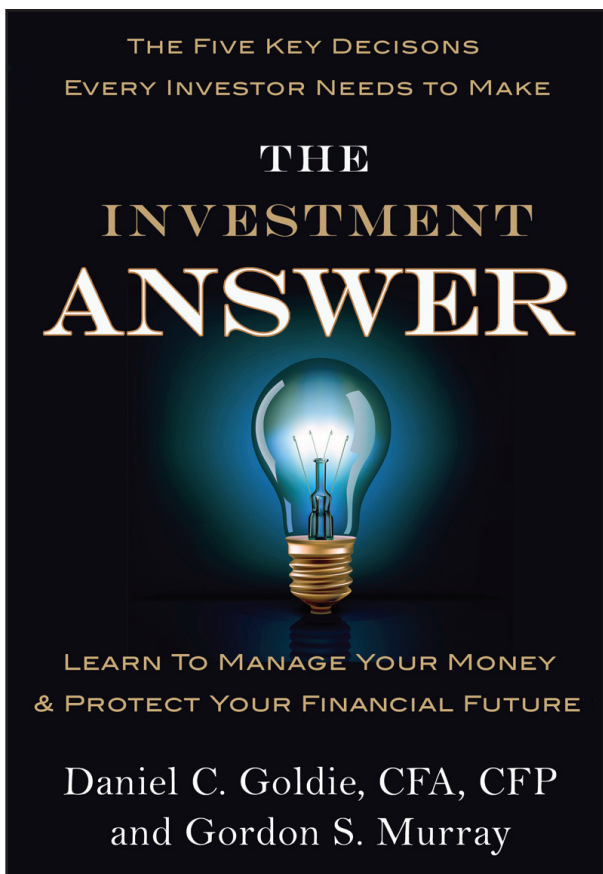


# THE BESTSELLING INVESTMENT GUIDE THAT EVERYONE IS TALKING ABOUT!



**A brilliant book that simplifies the entire financial investing process into just five key steps that can be easily understood and implemented by novices and experts alike.**

Gordon S. Murray, a highly successful banker at Goldman Sachs, Lehman Brothers, and Credit Suisse First Boston, was diagnosed with brain cancer in 2008. Determined to leave a legacy of his financial experiences, he teamed up with his friend and business associate Daniel C. Goldie to lift the curtain on the complex jungle of personal investing. Crowded with unnecessary jargon and confusing and misleading terms, they decided to simplify it all and distill the process into just five basic decisions—five decisions that any investor can make.

THE INVESTMENT ANSWER was self-published in 8/10, and was featured in the *New York Times* article “A Dying Banker’s Last Instructions” (11/27/10). It has been the subject of a media frenzy ever since.

**“Every American should read this book.”**

—Bill Bradley, former United States Senator

**“If I could give only one book on investing to my friends and family, this one would be it.”**

—Bob Waterman, coauthor of *In Search of Excellence*

## A JANUARY HARDCOVER

**THE INVESTMENT ANSWER**  
*Learn to Manage Your Money & Protect Your Financial Future*

Daniel C. Goldie, CFA, CFP  
& Gordon S. Murray  
Personal Finance  
Rights: World

**978-1-4555-0330-8**  
**\$18.00/\$20.00 Can.**  
96 pgs • 4-color charts  
5-1/2 x 8-1/4  
Carton qty: 20

Also available as an Unabr. audio download and as an eBook.

## MARKETING CAMPAIGN:

- National radio, print, and online advertising
- National media, print, and online publicity campaign
- Special terms available
- Web marketing, social media campaign, blogger giveaways, tie-in website: [theinvestmentanswerbook.com](http://theinvestmentanswerbook.com)

**PUB DATE: 1/25/11**

**RELEASE DATE: 1/5/11**

**LAST ORDER DATE: 12/30/10**

### THE INVESTMENT ANSWER

\_\_\_\_ Hardcover  
**978-1-4555-0330-8**  
**\$18.00/\$20.00**

\_\_\_\_ Audio CD  
**978-1-61113-872-6**  
**\$18.98/\$20.98**

### ALL U.S. AND CANADIAN ORDERS:

Hachette Book Group  
Order Dept.  
Three Center Plaza  
Boston, MA 02108  
Or call toll free in US  
(800) 759-0190  
Fax (800) 286-9471

### INTERNATIONAL ORDERS:

International Department  
Hachette Book Group  
237 Park Avenue  
New York, NY 10017, USA  
Tel: +1.212.364.1325  
Fax: +1.212.364.0933  
email: [international@hbgusa.com](mailto:international@hbgusa.com)

BILL TO: \_\_\_\_\_

SHIP TO: \_\_\_\_\_

ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

SALES REPRESENTATIVE \_\_\_\_\_

PURCHASE ORDER NO. \_\_\_\_\_ ACCOUNT NO. \_\_\_\_\_

BUYER \_\_\_\_\_

DATE \_\_\_\_\_

HACHETTE BOOK GROUP



**BUSINESS PLUS**

[www.hachettebookgroup.com](http://www.hachettebookgroup.com)