

Dollarlogic

Dollarlogic: A Six-Day Plan to Achieving Higher Returns by Conquering Risk

By Andy Martin, foreword by Arthur B Laffer, Ph.D.

Publisher: Career Press; 1 edition (November 23, 2015), 256 pages

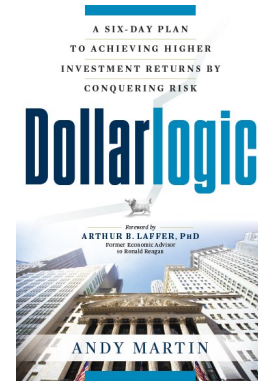
ISBN-10: 1632650207 ISBN-13: 978-1632650207

dol-lar-log-ic, compound noun \ 'dä-lər\ 'lä-jik\ : the theory that risk does not equal reward in investing

Author

Andy Martin is co-founder and president of 7Twelve™ Advisors, LLC., portfolio manager of the 7Twelve™ Balanced Portfolio and creator of the 3Twelve™ Total Bond Portfolio which are SEC registered investment companies. He is also a registered representative and general securities principal with PortfoliOA. Martin is a member of the Investment Management Consultants Association. He earned a BBA (Economics) from Belmont University and an MLAS from Vanderbilt University.

Andy Martin's articles, interviews, and research have appeared in these major media outlets.



Book

Dollarlogic: A Six-Day Plan to Achieving Higher Returns by Conquering Risk challenges everything the reader knows about investing. Risk equals reward, right? Wrong. Stocks are riskier than bonds, right? Wrong. Load funds are automatically worse than no-load funds, right? Wrong. These and other investing myths are shattered in this new and entertaining guide. Investors and advisors alike have found *Dollarlogic* to be a “fresh, insightful way to understand investment risk and opportunity!”

Andy Martin has spent his entire career in financial services in virtually every capacity including operations, research, sales, management, compliance, product development, and portfolio management.

Dollarlogic is published through Career Press, Inc. (Red Wheel/Weiser), a leader in practical consumer guides since 1985. The book was introduced at the London Book Fair, Book Expo America, and Frankfurt Book Fair.

There is no greater chance that you will have a negative real rate of return in any given year with stocks than with bonds.



Reviews

Andy Martin has published an excellent guide to helping investors conquer risk. Risk, of course, is a crucial driver of investment performance, but can also place hard earned principal (and goals) at risk. **Amazon.com reviewer**

In this exceptional book, Andy Martin tells us that an astounding 97% of investors admit that they need to be better informed when it comes to investing...and then he delivers an investment primer so complete on the factual data, wisdom borne of experience and recommended investment strategy to which, in my opinion, the best people in the field would find it tough to add further value. Andy's rich array of analogies and illustrations make the book an entertaining read in what could easily be an arid subject." **Fritz Meyer, independent economist and market analyst, former senior market strategist, Invesco Ltd.**

Add Dollarlogic to your portfolios. Andy Martin is a warhorse financial adviser who challenges consensus thinking and helps you make better investment decisions. **Norb Vonnegut, New York Times-acclaimed author of The Trust**

I've never seen an investment perspective like Andy's Dollarlogic -- and am grateful for insights that have become my newest investment tools. **Amazon.com reviewer**

Andy Martin takes a difficult subject like asset-allocation and risk reduction, and offers practical, sustainable, and compelling advice for investors old and young. **Jack Tierney, Executive Director, Invesco Unit Trusts**

In baseball, winning is better than losing.

In investing, not losing is better than winning.



Economic Club of Nashville



ETF.com conference, Newport Beach, CA

Recent Appearances

Inside Fixed Income & Dividend Investing Summit conference, Newport Beach, CA - 11/13/18

Silver Oak Securities national conference, St Louis, MO - 9/24/18

Panelist, Markets Group, Central States Private Wealth Forum, Nashville, TN - 7/25/17

Inside Smart Beta Conference, New York, NY - 9/22/16

Economic Club of Nashville, Nashville, TN – 4/5/16

Bob Brooks, Prudent Money Radio Show – 12/15/15

ETF.com, Fixed-Income conference, Newport Beach, CA – 12/5/15

AXA Advisors, Oklahoma City, OK – 11/11/15

Security Benefit, Topeka, KS – 10/1/15

Investing is not gambling—it is the opposite. The longer a gambler stays at the table the greater his or her chances of loss, whereas the longer an investor stays invested in the market the greater the chance of success.

Author contact: www.dollarlogicbook.com

Andy Martin 3100 West End Ave Suite 930 615 341 0712 dollarlogic@outlook.com

Publisher contact: www.careerpress.com

Career Press, Inc. 65 Parker Street, Suite 7 Newburyport, MA 01950 978.465.0504 orders@rwwbooks.com

