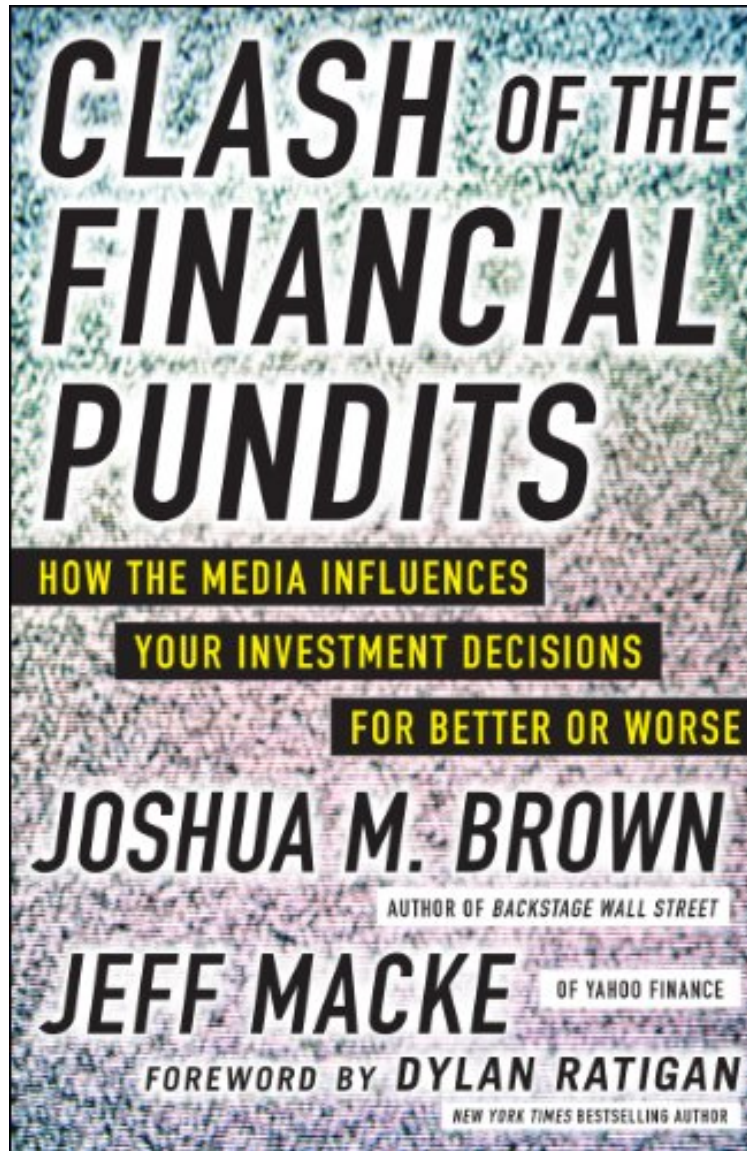


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## Clash of the Financial Pundits: How the Media Influences Your Investment Decisions for Better or Worse (Business Books)

*Joshua M. Brown, Jeff Macke*

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Joshua M. Brown, Jeff Macke : Clash of the Financial Pundits: How the Media Influences Your Investment Decisions for Better or Worse (Business Books) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Clash of the Financial Pundits: How the Media Influences Your Investment Decisions for Better or Worse (Business Books):

10 of 10 people found the following review helpful. who, or what, do you look to when making decisions? By Kris Venne  
How many decisions do you make based on the results of a quick google search? Whether one restaurant is better than another? Whether to see a movie? Which phone to buy? I know I have relied on random internet noise for which place to eat countless times, it's likely you have done it a few times yourself (especially considering you are reading reviews about a book on ). But what about when it comes time to decide on something with serious impact on your life, like how to invest your savings? Where do you look? There are plenty of people competing for your attention - and that is nothing new. Josh Brown and Jeff Macke have put together a great read on some of these characters that have appeared throughout history (long before anyone ever even heard of the internet). Here is the bottom line - If you ever caught yourself taking advice from a public financial figure on a major decision in your life - read this book. You will very likely be amazed at what these guys have put together.

1 of 1 people found the following review helpful. Market Wizards for Stock Punditry By Ari Kuchinsky  
For the novice investor, this book explains why the opinions of financial pundits should be taken with a grain of salt. There is some wisdom out there such as interviews of Chanos or Buffett, but much of the other content is filler and purely entertainment without much value (stealing from the Ritholtz interview). The book also teaches us some psychology (the advantage to stating a strong opinion verses reasoned analysis) and about incentives (the reason pundits make bold predictions). For those of us that learned to limit our news intake years ago, this book provides a deeper look at what is going on behind the scenes of punditry. While this book is completely different than Back Stage Wall Street, the common thread it does share with Josh Brown's prior book is that it gives us a look behind the scenes; in this case, we get to look behind the curtain of financial television. I thought the Finerman interview was particularly interesting to see her discuss how she learned to become a pundit and get comfortable in the role considering she had no experience with punditry before being selected for the Fast Money cast. I enjoyed the stories of Jeff Macke and Henry Blodget and how they blew themselves up and subsequently made their comebacks. In the case of Macke, I didn't see his "Car People" episode and I wondered what had happened to him. In the case of Blodget, I read Business Insider from time to time and I knew a little bit of his story of redemption but the book filled in the details of how he rose to fame in the late 1990s, what happened after his career crashed how he made his comeback. This book is really two books weaved together. Macke conducts most of the interviews with the various pundits while Brown illustrates for us how silly punditry can often be. For example, humans love simplifying complex subjects into rules (which is why half the articles on the internet start with 10 rules for ...) and Chapter 15 points out how many of these rules conflict. For example, "take your losses quickly" but "don't get scared of out a good position." My suggestion for this book is that the publisher needs to put an audiobook together. If I wasn't familiar with Josh Brown through his blog and tweets, I probably would have passed on this book due to it not being available on Audible. I think this book would be perfect for the audio format.

24 of 27 people found the following review helpful. As Good As It Gets By Jonathan M. Prober  
Clash of the Financial Pundits by Josh Brown and Jeff Macke is the must read of 2014. First, there's the amazing author combo of Brown and Macke. Brown shares his classic wit and wisdom in exploring the history of financial media the way that only the Twitter and CNBC superstar can. Yahoo! Financers; Macke interviews a star-studded cast from which all readers can benefit. His questions are as intriguing as his subjects' answers. It is easy for the reader to tell he knows his stuff. From Jim Rogers and Ben Stein reflecting on financial media over the years to Karen Finerman and Henry Blodget discussing the current state of affairs and a wide variety of other topics, there is an amazing array of characters interviewed. Macke's candor regarding his own trials and tribulations in the financial media, both in the brief script-flip with all-around genius James Altucher as well as the "Car People" chapter, bleeds an authenticity that readers can feel. Perhaps the most interesting aspect of the book is the discussion and interview conducted by both authors with Jim Cramer. The backstory behind Cramer's trip to The Daily Show to face a hostile crowd following the financial crisis is priceless. It is a great reminder that there are always two sides to every story. I thoroughly enjoyed this book, and I am confident you will too.

**HOW TO SEPARATE THE NEWS FROM THE NOISE: WHAT EVERY INVESTOR NEEDS TO KNOW** There is no shortage of financial advice these days. From cocky cable pundits to nattering news columnists to off-grid online bloggers, there are more so-called experts than ever before--and the noise can be downright deafening. This no-bull, bottom-line guide from "The Reformed Broker" Josh Brown and Yahoo Finance's Jeff Macke will help you cut through the cacophony and make the most of today's media news. It's an eye-opening crash course in separating financial facts from fiction--featuring interviews with some of the world's most influential investors, including: JIM CRAMER (Mad Money) takes you behind the scenes of his polarizing TV program--and talks about his clash with Jon Stewart on The Daily Show. HENRY BLODGET (Business Insider) shares anecdotes about tangling with Eliot Spitzer, covering the Martha Stewart trial, and launching his Business Insider site as a "marked man." BEN STEIN (Win Ben Stein's Money) reveals how he really feels about Bernanke, Bogle, Buffett, and bailouts. KAREN FINERMAN (CNBC's Fast Money) exposes the hype behind the headlines--and the "show biz" demands on television news pundits. HERB GREENBERG (TheStreet.com) explains why investors need to follow social media, where the "real" news is disseminated. BARRY RITHOLTZ (Bailout Nation) reveals his secret for

"watching" financial TV. You'll also find invaluable insights from the original father of financial TV, Jim Rogers, and from James Altucher, the most shockingly honest commentator in the history of the medium. And you'll get a front-row seat for the processing and packaging of the news and learn everything you need to know about the talking heads who shape each day's narrative. Up-close. In-depth. All-true. Clash of the Financial Pundits is the one guide that will change the way you look at markets and investing forever. PRAISE FOR JOSH BROWN'S BACKSTAGE WALL STREET "Much like Michael Lewis's Liar's Poker captured the essence of 1980s institutional Wall Street, Brown's Backstage Wall Street re-creates the boiler room retail brokerage culture of the 1990s and early 2000s in vivid color." -- FORBES "Joshua Brown may be the funniest writer on finance today, but Backstage Wall Street could make you cry more than laugh. The buffoons, manipulators, and incompetents Brown parades before us are the stewards of our retirement accounts." -- BARRON'S "Run don't walk to read Brown's chronicles of deception [perpetrated by] those wonderful folks on Wall Street, who nearly bankrupted the world's financial system a few short years ago." -- DOUGLAS A. KASS, Seabreeze Partners Management, Inc.

"Investors interested in gaining insights into the world of investment advice will appreciate this frank look at market forecasting." Booklist 20140624 "Clash of the Financial Pundits is a must read for anyone who enjoys financial media. My compliments for Brown and Macke on a book that needed to be written." Forbes 20140624 From the Back Cover "Brown and Macke do a fine job of explaining how the sausage is made in the financial media. "Clash of the Financial Pundits" is an eye-opening collection of interviews with some of the leading personalities that have shaped the industry. . . a must-read for anyone who enjoys financial media. My compliments for Brown and Macke on a book that needed to be written." Charles Lewis Sizemore, "Forbes" About the Author JOSHUA M. BROWN is the CEO and co-founder of Ritholtz Wealth Management, a national registered investment advisory firm. He is the author of Backstage Wall Street, the creator of The Reformed Broker blog, and an on-air contributor to CNBC. JEFF MACKE is the host of Breakout on Yahoo Finance. Prior to that he was an original cast member of CNBC's Fast Money, founder of Macke Asset Management, and a hedge fund manager.