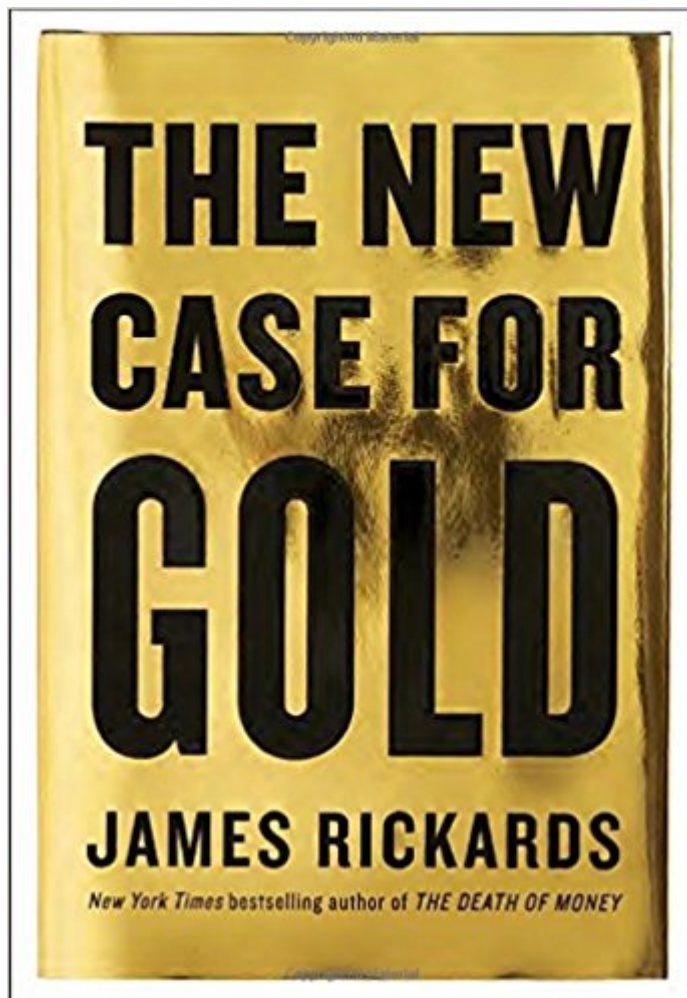


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The New Case For Gold



Synopsis

****USA Today bestseller and Wall Street Journal business bestseller****They say John Maynard Keynes called gold a "barbarous relic." They say there isn't enough gold to support finance and commerce. They say the gold supply can't increase fast enough to support world growth. They're wrong. In this bold manifesto, bestselling author and economic commentator James Rickards steps forward to defend gold—as both an irreplaceable store of wealth and a standard for currency. Global political instability and market volatility are on the rise. Gold, always a prudent asset to own, has become the single most important wealth preservation tool for banks and individuals alike. Rickards draws on historical case studies, monetary theory, and personal experience as an investor to argue that: The next financial collapse will be exponentially bigger than the panic of 2008. The time will come, sooner rather than later, when there will be panic buying and only central banks, hedge funds, and other big players will be able to buy any gold at all. It's not too late to prepare ourselves as a nation: there's always enough gold for a gold standard if we specify a stable, nondeflationary price. Providing clear instructions on how much gold to buy and where to store it, the short, provocative argument in this book will change the way you look at this "barbarous relic" forever.

Book Information

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Customer Reviews

"The New Case for Gold reminds us that wayward policies bring about a search for money

that is good as gold. What better than gold itself? —Wall Street Journal— “This excellent book proves that, contrary to the propaganda of fiat currency apologists, gold is real money. Rickards makes a compelling case for why those looking for a way to protect themselves and their families from economic chaos created by central bankers should consider gold.” —Ron Paul, former Congressman and Presidential candidate— “In his latest book, James Rickards gifts us once again with his clarity of prose, depth of experience and sound analysis. The New Case for Gold discards tired and politically driven criticisms of gold, instead offering an illuminating, original argument for gold as a critical contender in today’s money games. The most important book on gold yet.” —Nomi Prins, author of All The Presidents’ Bankers— “We can’t trust the Federal Reserve to do the honest work that Jim Rickards has done in writing this book. When the monetary system finally fails, there will be a flight to the only money that’s left in the system—and that will be gold. Essential reading.” —David A. Stockman, Former OMB Director and author of The Great Deformation— “[Rickards] present[s] compelling evidence that many of the world’s leading monetary authorities implicitly, at least, treat gold as —quite possibly in the future, the key — money.” —Forbes

JAMES RICKARDS is the New York Times bestselling author of The Death of Money and Currency Wars. He is the editor of the newsletter Strategic Intelligence and a member of the advisory board of the Physical Gold Fund. He is an advisor on international economics and financial threats to the Department of Defense and the U.S. intelligence community. He served as a facilitator of the first-ever financial war games conducted by the Pentagon. He lives in Connecticut. Follow @JamesGRickards.

I read Currency Wars, another book written by the author, a while ago. Even though I was impressed by the concept the author presented in that book, I was turned off by his writing style. In that book, the author spent chapters and chapters bragging about himself telling us how great and important he was, perhaps to establish credibility. The reader had to sift through the fluff to get to the gems of wisdom. As you probably already know, that book made the author famous and currency wars is now a widely understood and often quoted concept in mainstream media. This book is very different in that regard. It is concise, to the point, mostly factual and the arguments that the author presents are based on sound economic principles. There is very minimal bragging by the

author so hardly any fluff. I was able to finish the book within a weekend reading off and on during the day. I am utterly impressed by the author. He is not only knowledgeable but also a genius who can use his knowledge to visualize the future. His arguments are extremely sound. It is amazing how he explains complex economic concepts in simple language for the regular reader. Most readers will not even realize that he is using Masters or PHD level economic concepts to explain what is happening and what will happen. I have a master's in economics from a top school in the nation so I understand the concepts he is using to arrive at certain conclusions. Another reason I was impressed by this great man is his acknowledgement that he may be wrong. That is the mark of a wise and experienced person because you really never know what will happen in the future. He presents various scenarios on what will unfold in the future without making predictions with certainty. He only suggests that you put 10% of your investible assets in gold. Why? Because he says that even if he is wrong, you will lose minimal amount of money. Even though I have more or less come to the same conclusions as the author and believe that what he is saying is probably right, it is possible that the future may unfold differently. Regardless, read this book! It is worth your time and money. Mr. James Rickards, has done an amazing job this time!

Rickards does a great job debunking the usual objections to gold. He also reveals the fascinating story of how in 1934 the U.S. government apparently seized over 8,000 tons of gold from the Fed and gave it to the U.S. Treasury, leaving behind "gold certificates" that are still on the Fed's balance sheet to this day. He hypothesizes that this debt of gold is the reason why the Treasury stopped selling gold in 1980. Why won't the U.S. government permit an audit of the supposed 8,000 tons? Rickards maintains that the gold is "safe and sound" and offers a novel excuse for the refusal to audit: allowing an audit would imply that gold is important. "By refusing to do an audit, the government maintains the pretense that gold is trivial." That sounds implausible to me, and I continue to believe that the simplest explanation is most likely to be true: the gold either isn't physically there in the vaults, or if it is there has been leased to bullion banks that have in turn loaned out each ounce a hundred times over and are unlikely to be able to return it to the Treasury. Rickards says gold is going to go to at least \$10,000, and worries that conventional brokerage and bank accounts are vulnerable to Putin's team of hackers, but then strangely recommends only a 10% allocation to gold. What are we supposed to do with the other 90% of our savings? He is vague on that point. He recommends fine-art and land, but it seems to me that these are not only unsuitable for average savers, but occupy the same bubble territory as equities and bonds. Would anyone argue that stocks offer a potential 8x upside at this point with little downside

as gold does? Rickards also says that he recommends "certain hedge funds and alternative investments" but offers no details. The book is not a "how to" guide that offers clear step-by-step instructions for acquiring gold. Physical Gold Fund (where Rickards is an adviser) and Sprott are mentioned briefly, as are different vaulting companies. But no details are provided that would help people new to gold get started. The easiest and most economical way to save in gold - the BitGold subsidiary of GoldMoney - is not mentioned, although in Rickards' defense that service is only a year old. In spite of these deficits, though, the book offers a great deal of useful information about gold and definitely succeeds in making the case that everyone should be looking very closely at gold.

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