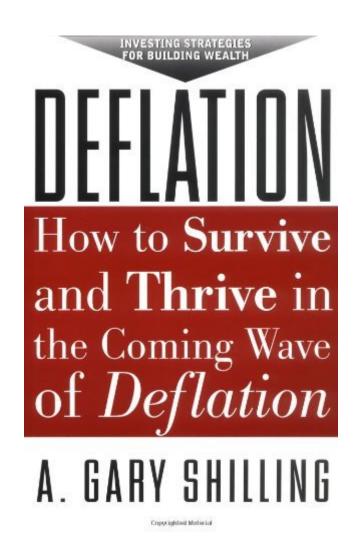
## The book was found

# Deflation: Strategies For Building Wealth In The Coming Wave Of Deflation





# **Synopsis**

DEFLATION sounds a clarion call for forward-thinking investors everywhere. A. Gary Shillingâ "the influential forecaster and FORBES columnist who is consistently ranked among the leaders by THE WALL STREET JOURNAL and who has twice been voted Wall Street's top economist in INSTITUTIONAL INVESTOR'S poll of financial institutionsâ "lays out the case for why deflation lies ahead, how it will affect your investments, business, and personal affairs, and outlines the steps you need to take to survive and prosper in the uncertain times ahead.

### **Book Information**

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### Customer Reviews

Having left Wall Street over a year ago I am amazed at how little attention the media, Wall Street & the Fed have given to Deflation. In my opinion the probability of a deflationary scenario is higher than ever. This book helps you prepare for such tumultuous economic times. I rank it a 5 star book, an increasingly rare rating for me. I gave this book five stars due to the excellent analysis and insightful commentary about what occurs in deflation and, more importantly, the graphical depictions the book has throughout it. It would be ignorant to mention that Mr. Shilling has been talking about

This book argues that deflationary forces in the world economy will overcome inflationary ones. Dr. Shilling cites shrinking government spending, a declining role for central banks, mergers and restructuring of businesses to be more efficient, efficiency for new technologies, lower prices from Internet-based competition, deregulation, increased outsourcing and use of third-world countries for first-world activities, a strong dollar, structural problems in Asia, the need for older Americans to save more, and the likelihood of a stock market crash. There is an excellent section on what a world economy experiencing deflation will be like. The key problem is that deflation encourages people to defer spending, which slows down economic growth and stimulates more deflation. The final sections describe investment and business strategies for deflation. Why, then, did I grade the book down two stars? First, because the case for deflation is so oversimplified as to be improbable. The extremely rapid growth of the New Economy will create inflationary pressures on much of what it touches (from skilled employee wages to room to house its operations). And the New Economy will inevitably expand the stock market rapidly, because the growth rate of new technologies is expanding. Second, Dr. Shilling failed to explain that deflation can exist side-by-side with healthy inflation, and that you will have to shift agily to deal with both simultaneously. I thought each mistake was so obvious and basic as to be worth the loss of one star. Even economists realize that economists cannot forecast the economy . . . or stock prices . . . or interest rates. So why are books by economists concerning the future of economic factors of interest?

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