



# **Clash of the Financial Pundits: How the Media Influences Your Investment Decisions for Better or Worse**

*Joshua M. Brown, Jeff Macke*

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## 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.

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