



**Surviving the Storm: Investment Strategies That
Help You Maximize Profit and Control Risk
During the Coming Economic Winter: Investment
Strategies That ... Risk During the Coming
Economic Winter**

James O. Lunny

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James O. Lunney

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Where will your assets be when the storm hits?

Like a devastating tornado, economic downturns can flatten some investments and leave others in good shape. But by interpreting the spending patterns of key segments of the population, you can predict where tomorrow's risks and rewards will be. *Surviving the Storm* gives you the tools to know why, where, and when large groups of people will be spending their money - and ultimately, whether the stock market is going to crash or soar.

Written by noted financial speaker and columnist Jim Lunney, *Surviving the Storm* shows you how to analyze birthrates, spending patterns, and economic seasons to predict the best diversification of your portfolio. One of only a handful of certified demographers in the country, Lunney's strategy is based on logical science. Through his successful eight-step presentation, you can learn to see your portfolio through his eyes and plan your investment strategy based on when and why people do things.

Armed with Jim Lunney's advice, you'll be able to predict the economic seasons and devise strategies that protect your financial health through even the harshest winter.

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