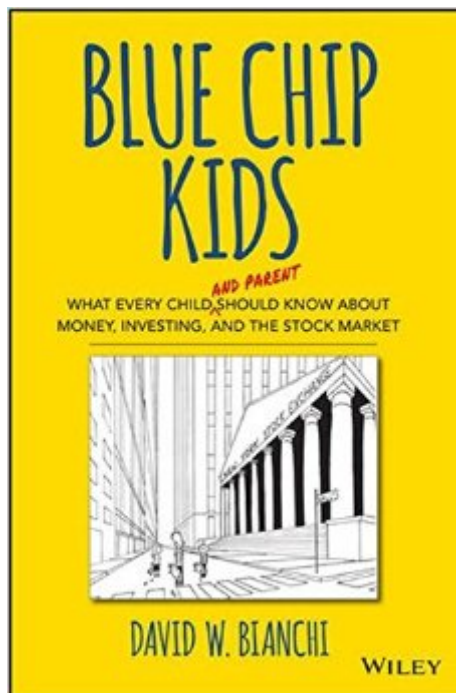


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# Blue Chip Kids: What Every Child (and Parent) Should Know About Money, Investing, And The Stock Market



## Synopsis

The essential guide to being smart about money and investing *Blue Chip Kids: What Every Child (and Parent) Should Know About Money, Investing, and the Stock Market* is a fun and easy-to-understand introduction to the world of money and investing for kids and parents. Frustrated by the lack of entertaining financial teaching materials for his 13-year-old son, this book is the result of a father's commitment to pass on one of life's most important skills. Written by David W. Bianchi "an investor and lawyer with an economics degree from Tufts University" this hands-on resource demystifies the basic principles about money matters and shows what it takes to spend, save, and invest wisely. Filled with simple examples and numerous illustrations, this easy-to-read book discusses money and investing in 100 bite-size topics. For every parent who wants their children to develop the skills to invest wisely and become responsible money managers, regular savers, and to earn money while they sleep, this book is a must-have.

## Book Information

Hardcover: 256 pages

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Product Dimensions: 7.3 x 0.9 x 10.3 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars See all reviews (59 customer reviews)

Best Sellers Rank: #19,553 in Books (See Top 100 in Books) #16 in Books > Children's Books > Education & Reference > Money & Saving #393 in Books > Business & Money > Personal Finance

Age Range: 8 - 12 years

Grade Level: 3 - 7

## Customer Reviews

Clear, concise explanations of important financial and economic topics make "Blue Chip Kids" a valuable tool for parents wanting to raise fiscally responsible kids. David W. Bianchi's book presents its information in a non-threatening manner. The complexity of financial markets becomes an approachable topic that is easily understood by those of any age who wish to become more educated about money, investing, and the stock market. Having once worked in the financial

industry, I was particularly impressed with several sections of "Blue Chip Kids". The succinct, yet very complete section of the book addressing options may be the best explanation of that topic I have seen. Bianchi took what is for most individuals an extremely confusing, complex subject and made it understandable. His explanation of "basis points" and their importance with respect to bond prices was excellent. In my opinion, the most practical section of "Blue Chip Kids" was Bianchi's list of considerations when picking a stock to purchase. These were practical, prudent, and designed to encourage a solid long-term investment philosophy in young investors. David W. Bianchi wrote "Blue Chip Kids" with a clear focus on the target audience. Using familiar companies "i.e. Apple, E-Trade" as examples in his scenarios, he provided familiar points of reference for young readers. In doing so, he was able to make the book relevant to their world-view and life experience. Written as if Bianchi was speaking directly to the reader "Take a moment and use your computer" "If you buy shares" helps keep this book from seeming as if the author was "preaching" to the reader. Nevertheless, as much as I like this book, there are several items that I feel should be addressed.

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