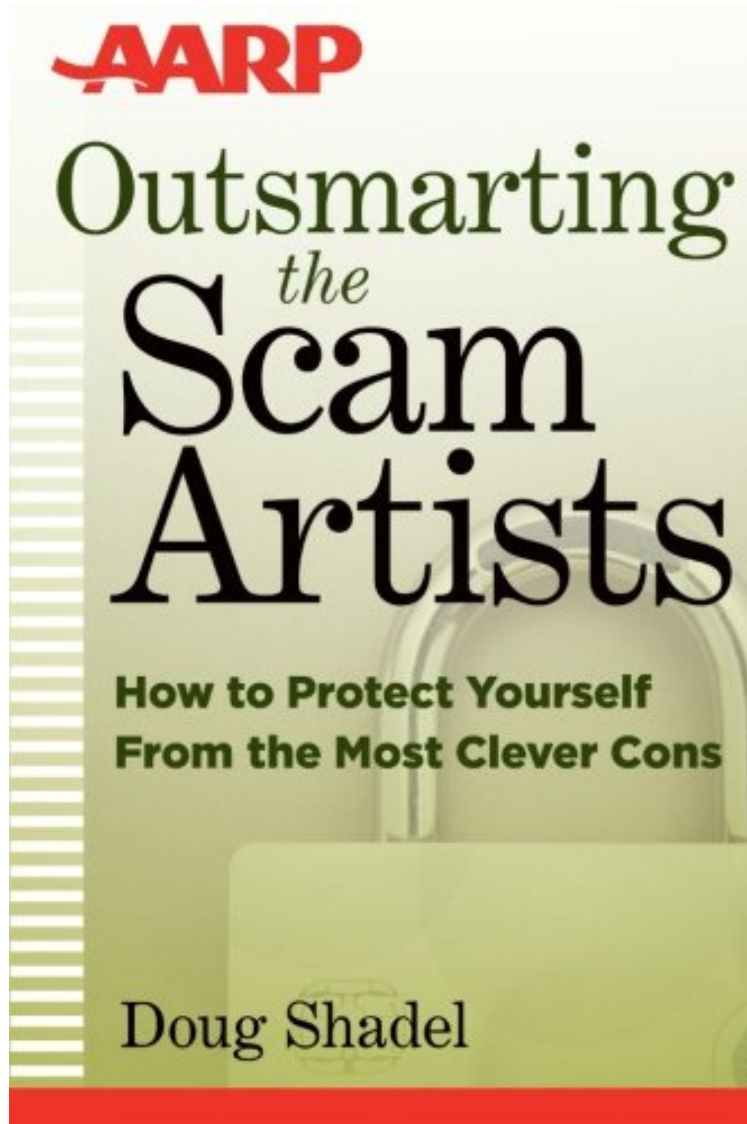


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Outsmarting the Scam Artists: How to Protect Yourself From the Most Clever Cons

D. Shadel

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D. Shadel : Outsmarting the Scam Artists: How to Protect Yourself From the Most Clever Cons before purchasing it in order to gage whether or not it would be worth my time, and all praised Outsmarting the Scam Artists: How to Protect Yourself From the Most Clever Cons:

0 of 0 people found the following review helpful. Should be required reading for all seniors and their caregivers and, hell, everyone!By Bart FingerfelterThis book may seem dated but there are important updates to several sections and it

is clear that scams are scams no matter how long they have been around. Only the names and products have changed. Written in plain language and with plenty of case studies, you will, unfortunately, begin to recall that you were unwittingly defrauded at different points in your life as you read about how the dark underworld of schemes and fraud work. A real eye-opener. If you are getting up there in age or are responsible for loved ones who are, you need to read this book. Get educated on the various scams out there. Some are small time, they just want a few bucks quickly and then they disappear. Others will continue to hit you over and over until you are destitute...and they will not care about it one bit. It's a game to them or the means to get their drug fix. Your welfare isn't even considered, except when you are finally broke and they have to find a new mark. 0 of 0 people found the following review helpful. Great book! Very Informative! By R. L. Watson So far, I've completed reading the preface and chapter 1 of this book, and I'm starting on chapter 2. This book reveals the dark side of selling--something everyone should know about. Now, I think I'm better prepared to talk to car salesmen. I'm even more cautious about talking to people on the phone that I don't know, especially telemarketers. I have learned about "ether" and how not to get caught up in it. There are definitely priceless lessons to be learned in this book. 0 of 0 people found the following review helpful. Great Book By Laura Vancura Perfect book. Tells you about different scams and how to avoid them, and what to look for when it's a scam.

A practical guide to avoiding the most common scams, from a fraud-fighting expert U.S. consumers lose billions of dollars each year to scam artists and the next victim could be you. While anyone can be targeted, many victims are older. In AARP's *Outsmarting the Scam Artists*, renowned fraud-fighter Doug Shadel offers practical advice for consumers who want to protect their money as well as the financial assets of their parents and families. Despite the rise of scams, many people are embarrassed to admit they've been victimized. The author helps break the cycle of shame by including accounts from the people who've been scammed as well as tips from a surprising source: convicted con artists who reveal how they've defrauded people like you. Get practical tips to combat all kinds of scams, from simple lottery tickets to non-existent oil and gas deals and religious ponzi schemes Learn how to protect yourself by securing your mailbox and fraud-proofing your trash Get inside the head of sophisticated scam artists to discover how you can become the type of individual they avoid Scammers are everywhere. But with *Outsmarting the Scam Artists* in hand, you can protect yourself and your money.

From the Back Cover Praise for *Outsmarting the Scam Artists* "Outsmarting the Scam Artists takes the playbooks from a dozen colorful villains and turns them into an entertaining and easy-to-read tutorial on how to protect yourself from fraud. A terrific, readable book!" Jane Bryant Quinn, financial writer and author of the bestseller *Making the Most of Your Money Now* "Are you into The Grifters and Spenser? Do you cherish Raymond Chandler? This is a nonfiction treatment on 'the con' industry that deserves a place in the mystery bookstore; beyond that, it's a primer on how not to get conned yourself." Paco Underhill, author of the bestseller *Why We Buy* "Time after time when I was attorney general, I saw heartbreaking stories of people being scammed out of savings by sophisticated con men. In today's digital age, it's smart for both older Americans and their families to verse themselves in the topic with a book like this." Christine Gregoire, Governor, State of Washington "For over a decade, researchers have been trying to understand how con men get consumers to hand over their hard-earned money. This remarkable book combines findings from behavioral science with the con men's own stories to bring us provocative new insights that can greatly reduce the chance of being victimized. It is a must-read for everyone interested in protecting themselves or joining the fight against financial exploitation." Laura Carstensen, PhD, Director of the Stanford Center on Longevity and author of *A Long Bright Future: Happiness, Health, and Financial Security in an Age of Increased Longevity* "Outsmarting the Scam Artists does something remarkable, providing a simultaneously insightful, informative, and engaging account from the front lines of deceptive persuasion. For their protection, I want everyone in my family to read this book." Robert B. Cialdini, author of the bestseller *Influence: Science and Practice* "Outsmarting the Scam Artists offers a fascinating look at how fraud schemes work from the perspective of the cons who perpetrate them. These veteran fraudsters offer up secrets about who they target, what tactics they employ, and how you can inoculate yourself from harm. Anyone whom cares about his or her own financial security will benefit from reading this book." Gerri Walsh, President, FINRA (Financial Industry Regulatory Authority) Investor Education Foundation