"We Buy Gold" Is Proof of Gold's Impending Collapse

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Many investors consider gold a safe haven that will shelter them from recessions, falling markets, and the depreciating value of currency, failing to realize that investing in gold at these levels is extremely risky. "We Buy Gold" stores line busy streets, gold miners are no longer protecting themselves from a potential drop in prices, and gold is even being sold in vending machines. All this points to one thing: a gold bubble has formed and will collapse very soon, hurting investors, funds, and banks.

In his new book Gold Bubble: Profiting From Gold's Impending Collapse (Wiley; Hardcover; April 2012; $39.95; 978-1-1182-3935-3), investment expert Yoni Jacobs presents a clearheaded, thoughtful, and sometimes terrifying case for its inevitable burst, to help investors prepare—and perhaps even profit—from what lies ahead. Offering a rigorous account of how and why gold has become so popular and so dangerously overvalued, the book provides compelling evidence for a collapse and outlines how investors can benefit from what others don't know.

Presenting an in-depth analysis of gold dating back over 100 years, Jacobs discusses:

What structural factors have allowed gold to form a bubble

Why investor psychology of fear and greed is indicating extremely speculative behavior

Why gold will fall during an upcoming recession and what effect the dollar and the stock market will have on the future of gold prices

How the economic weakness and slowdown in emerging markets, especially China, is largely ignored but poses severe threats to the global economy and commodity prices, especially gold

How most people think gold is a great investment because it will either benefit from inflation and excess money-printing, or gain while stocks fall. However, gold is much more likely to fall because we are entering a deflationary period, not an inflationary one

How anyone can profit from the gold bubble by shorting gold, shorting gold miners, forgetting gold and buying diamonds, and betting on a housing recovery - while the majority of investors lose out

Gold, with its timeless allure, has long been considered safe, secure, and totally reliable—just like the housing market and the dot-com industry were - until they imploded. Part economic history and part financial guide, Gold Bubble looks back in time to explain how we got into this mess, expertly analyzes the stages of bubble growth, and details exactly where the gold market stands today and where it's headed next.

Packed with charts and images that bring the case for a gold bubble to life in an accessible, highly visual way, the book has wide-reaching implications not just for the impending gold bust, but for identifying, monitoring, and beating future bubbles as well. Outlining simple short-selling strategies, complex options strategies, alternative investment ideas, and more, the book uncovers and explains investors' opportunities to profit from gold's collapse.

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