



The New Case for Gold

By James Rickards

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****USA Today bestseller and Wall Street Journal business bestseller****

They say John Maynard Keynes called gold a "barbarous relic."

They say there isn't enough gold to support finance and commerce.

They say the gold supply can't increase fast enough to support world growth.

They're wrong.

In this bold manifesto, bestselling author and economic commentator James Rickards steps forward to defend gold—as both an irreplaceable store of wealth and a standard for currency.

Global political instability and market volatility are on the rise. Gold, always a prudent asset to own, has become the single most important wealth preservation tool for banks and individuals alike. Rickards draws on historical case studies, monetary theory, and personal experience as an investor to argue that:

- The next financial collapse will be exponentially bigger than the panic of 2008.
- The time will come, sooner rather than later, when there will be panic buying and only central banks, hedge funds, and other big players will be able to buy any gold at all.
- It's not too late to prepare ourselves as a nation: there's always enough gold for a gold standard if we specify a stable, nondeflationary price.

Providing clear instructions on how much gold to buy and where to store it, the short, provocative argument in this book will change the way you look at this "barbarous relic" forever.

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The New Case for Gold By James Rickards Bibliography

- Sales Rank: #16715 in Books
- Published on: 2016-04-05
- Released on: 2016-04-05
- Original language: English
- Number of items: 1
- Dimensions: 8.56" h x .63" w x 5.81" l, 1.25 pounds
- Binding: Hardcover
- 192 pages

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Editorial Review

Review

“*The New Case for Gold* reminds us that wayward policies bring about a search for money that is good as gold. What better than gold itself?”

—*Wall Street Journal*

“This excellent book proves that, contrary to the propaganda of fiat currency apologists, gold is real money. Rickards makes a compelling case for why those looking for a way to protect themselves and their families from economic chaos created by central bankers should consider gold.”

—**Ron Paul**, former Congressman and Presidential candidate

“In his latest book, James Rickards gifts us once again with his clarity of prose, depth of experience and sound analysis. *The New Case for Gold* discards tired and politically driven criticisms of gold, instead offering an illuminating, original argument for gold as a critical contender in today's money games. The most important book on gold yet.”

—**Nomi Prins**, author of *All The Presidents' Bankers*

“We can't trust the Federal Reserve to do the honest work that Jim Rickards has done in writing this book. When the monetary system finally fails, there will be a flight to the only money that's left in the system—and that will be gold. Essential reading.”

—**David A. Stockman**, Former OMB Director and author of *The Great Deformation*

“[Rickards] present[s] compelling evidence that many of the world's leading monetary authorities implicitly, at least, treat gold as — quite possibly in the future, the key — money.”

—*Forbes*

About the Author

JAMES RICKARDS is the New York Times bestselling author of *The Death of Money* and *Currency Wars*. He is the editor of the newsletter *Strategic Intelligence* and a member of the advisory board of the Physical Gold Fund. He is an advisor on international economics and financial threats to the Department of Defense and the U.S. intelligence community. He served as a facilitator of the first-ever financial war games conducted by the Pentagon. He lives in Connecticut. Follow @JamesGRickards.

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