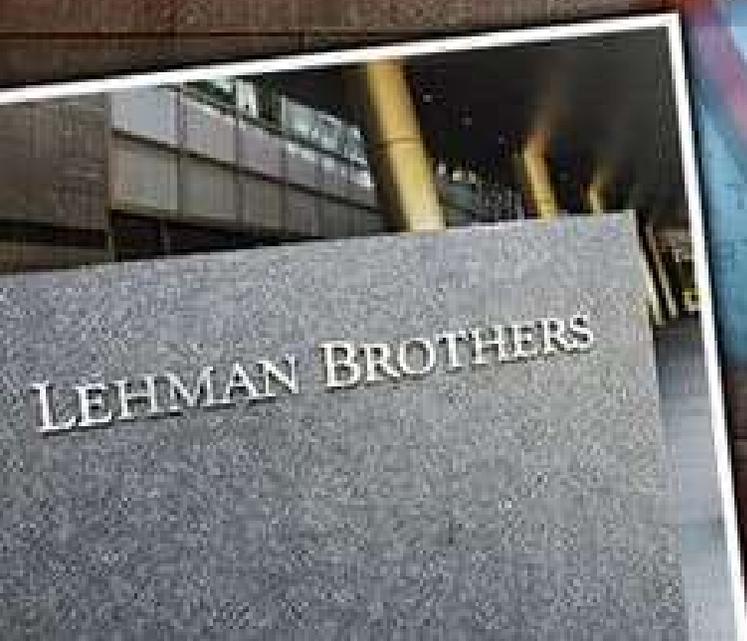


How banks spin trends

Deutsche Bank



And infiltrate sheeple

Copyright is waived if the author is acknowledged.



Holds a Doctorate in Social Sciences from the University of Sydney.

Has worked as a financial analyst for trading banks in Canada and Western Europe.

This educational book is not for sale. It aims to inform scholars from non-finance disciplines of the fundamental principles of financial reports. Images in this book acknowledge sources. Royalty free use is claimed under the fair illustration purposes in education. Cover page: © PNW 2019

This public exposure draft was penned without assistance. I am grateful to receive feedback about errors and ideas from any source. You may e-mail the author at jay@journalistethics.com

Investors consult this book at their own risk.

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Promise

This page is this book's dedicated hope and happiness space. May you flick back to this image if/when you need a break from the cold, hard money magic truths that I present in this book.



Root (2018)

Those who accurately narrate the underlying truths about the deeply corrupt world of Finance usually find few positive aspects to discuss. The narrator of this text holds a graduate degree in economics and has worked as a finance analyst in Australia, Canada and Europe. He concludes that the world of finance is a toxic system, staffed by champions like you at the base. The villains of finance are apex predators. The imminent global economic reset *will* bring a better world.

Premise



Global Financial Reset

The sentiment that underlies this book theorizes that the global economy is undergoing a massive transformation. This flux, coordinated by so-called 'elites', behind-the-scenes, parallels and may dwarf the futile reorganization of the global political economy in the aftermath of WW11.

Global financial markets are corrupt beyond repair. Fiat money magic systems are the root of this financial evil. They further enrich multi-billionaires and decimate every nations' middle class.

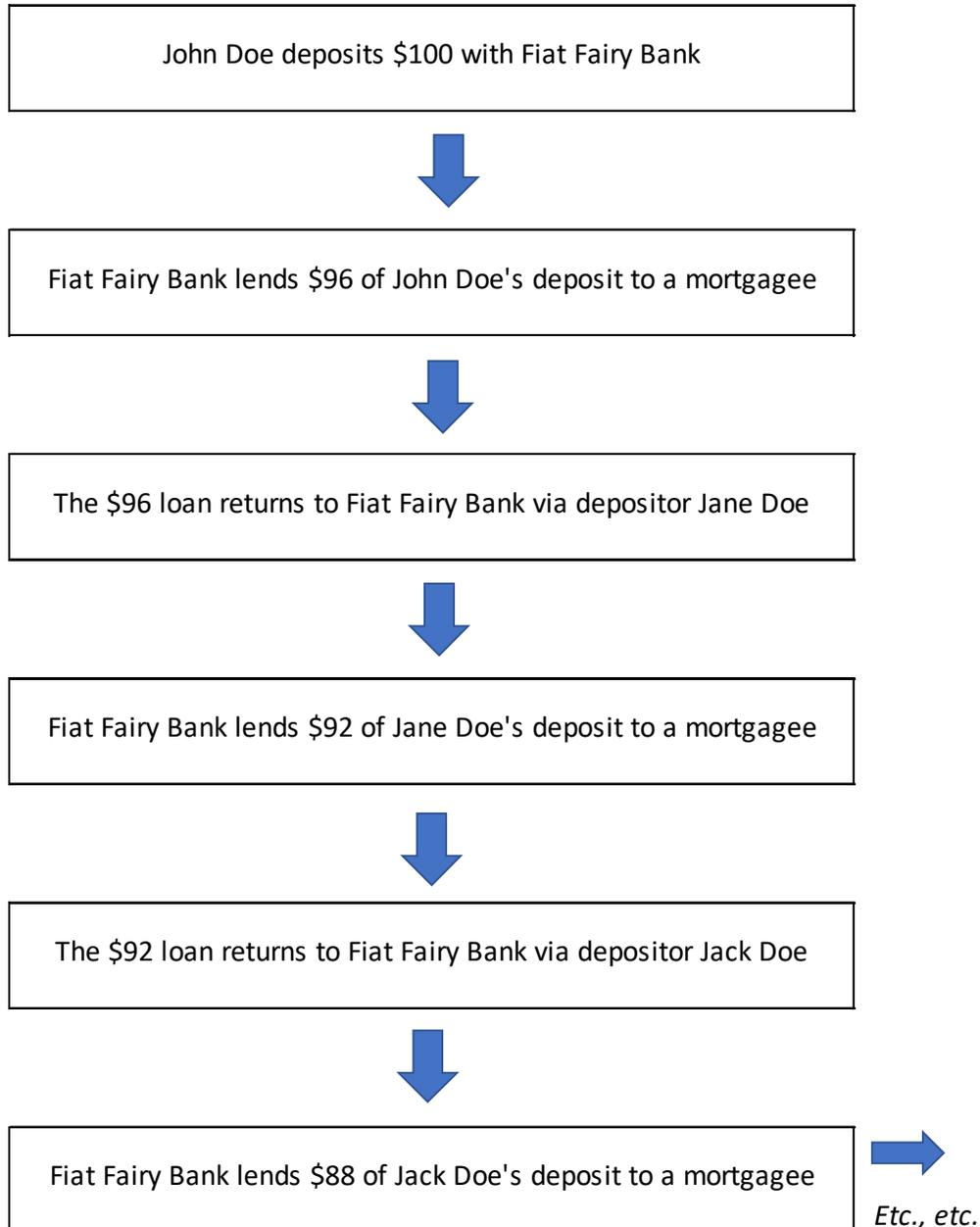
Fiat money systems, that dominate global finance, allow banks and other licensed financial institutions to 'financially engineer' money and wealth out of thin air. Virtually all investment assets that exist on the balance sheets of corporations and other collectives are ultimately backed by nothing. How can this be so? Because every single unit of real investment wealth, such as a single gold bar, has multiple owners. The diagram overleaf shows fiat currency flows visually.

The imminent collapse of the corrupt Deutsche Bank is a barometer and metaphor for the state-of-affairs of global finance. According to its balance sheet, Deutsche Bank holds about four Euros in equity for each 100 euros that it owes its creditors, including depositors (IMTrading, 2019).

If you or I continued trading under these circumstances, we would be prosecuted and imprisoned for trading whilst insolvent. And insolvent Deutsche Bank is. As are virtually all other banks.

Fiat currency: A national economy with one bank

How banks create new money 'out of thin air'

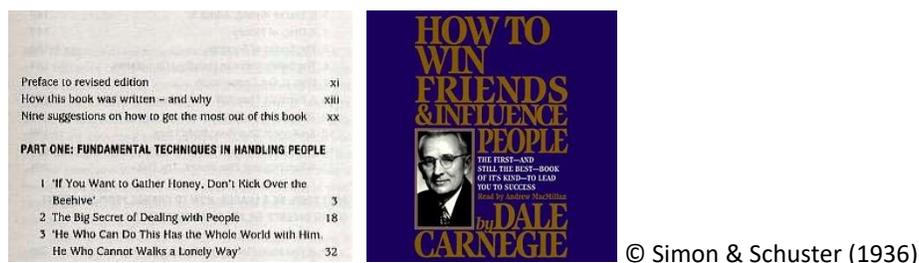


In this simple example above, the original deposit made by John Doe, \$100, has created additional cash in the economy of \$188.

* Per national law, this bank must hold at least 4% of each client's deposit.

The premise that underpins this book's title is shamelessly inspired by the famous text titled "How to Win Friends and Influence People". I earnestly salute Dale Carnegie's glorious legacy.

I confess that I have never read Carnegie's book and probably never will. My view is that this book's title sounds manipulative ("influence"), desperate and scheming ("win"). The first chapter, his priority, is titled "Fundamental Techniques in Handling People". I have found that most people don't enjoy others using their minds and hands to guide them away from their free-willed path.



I am suspicious of 'cultural influencers' who boast rare Dynastic surnames and harbor the same sentiment for clique bestseller titles. I suspect that most bestseller books are ghost written pay to play scams. Publishers pay to list celebrity writers' fledgling books. Buyers respond *en masse*. People, as sheep – *i.e.* sheeple. I *always* assume that readers are astute persons with free minds.

This critique above aims to impart a constructive message of hope. Our world has been deeply corrupted for millennia. The masses have been dumbed and numbed by this normalcy. The black satin curtain that cloaks this vileness is unveiling. A better world of banking and thanking awaits. I look forward to living in a society that rewards thinkers over ghoulish ghost writers and money magic fiat currency. All fiat currency eventually resets to zero. We are there. The time is now.

The imminent collapse of the borderline-insolvent Deutsche Bank is well known in finance circles and beyond. A straightforward mainstream media story such as this one may be a reasonable gauge for some to self-determine if they are abreast of basic, major financial developments.

Deutsche Bank: An Ugly Story Of The Unbridled Arrogance And Downfall Of An Investment Bank



Jack Kelly Senior Contributor @ Jul 12, 2019, 11:05am

Careers

I write real and actionable interviewing, career and salary advice.

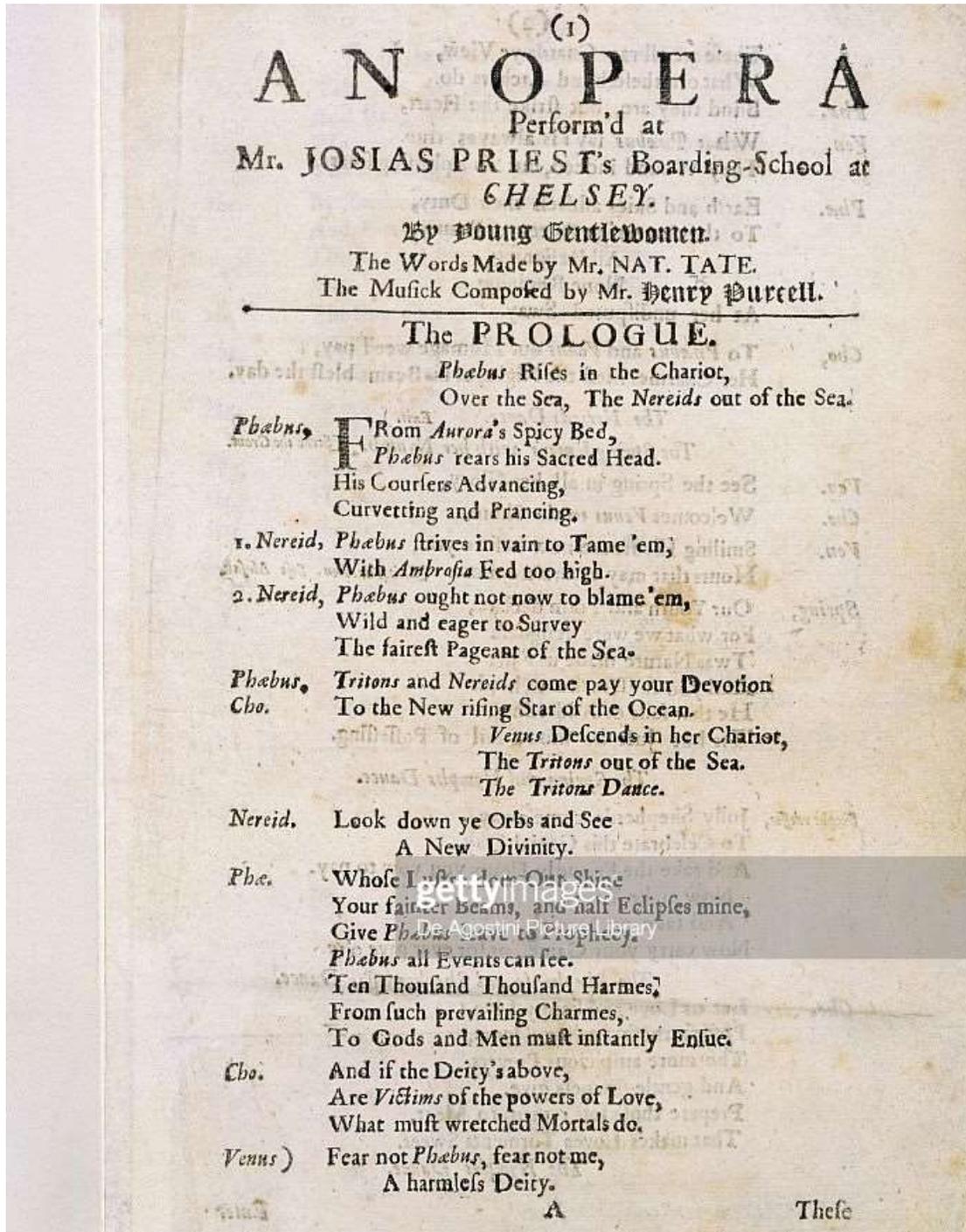
<https://www.forbes.com/sites/jackkelly/2019/07/12/deutsche-bank-an-ugly-story-of-the-unbridl>



This story above is merely the opinion of Forbes and possibly its author Jack Kelly. Other mainstream media stories are available. Deutsche Bank's financial statements are available at:

<https://www.db.com/ir/en/annual-reports.htm> Creative accounting is the global norm. *Caveat emptor!*

Prologue



Prologue

This book is about the ways that certain banks, financial institutions and financial analysts deliberately use statistics to lie or distort truth. This document contains five distinct sections.

The opening segments, the Prologue and Principles sections, establish the political and economic context of covert power structures that control global financial affairs. I also outline the likely imminent collapse of certain financial institutions such as Deutsche Bank.

The next section outlines the ways that false and misleading financial data is produced. The following segment examines ways that corrupted economic information is communicated.

Part Four discusses the ways that unethical financial agents can and do use marketing propaganda to promote junk financial products and services that don't suit investors' needs.

The penultimate part of this report analyzes the ways that corrupt peak political institutions deploy laws and the resources of financial institutions to protect corrupt financial institutions.

The final section explores the IELTS case. This institution's transnational financial fraud crimes that target international students is possibly the largest investment scam in human history.

Inspiration

I credit the inspiration to write this book to a video that I enjoyed on YouTube a few weeks ago. I rarely watch motivational videos for my own personal reasons. From experience, I have found that many, possibly most motivational speakers are people who have never achieved serious vocational success in their lives prior to becoming a 'life coach guru'. In contrast to a regulated, respected title such as 'Registered Nurse', *anyone* can instantly become a motivational speaker.



This speaker in the video above dropped statistics about financial stress and despair. There were no references to time, place, sources or methods. My cheeky, honest response appears above.

I conclude that the personal narrative of many motivational speakers often starts as follows:

*"I was an unemployed, aimless, unhealthy dropout for years, prior to realizing my calling to become a champion motivational speaker who can **empower** other people's lives."*

May you freely decide if you will take the advice of motivational speakers – sometimes, always or never. Issues about charismatic personalities and free-thinking are core messages in this book. This text encourages all people to decide for themselves. May you enjoy or reject this book as decided by your own free will. This book has no price tag. The truth is free. Truth will set you free.

Councils

Covert global power structures that dominate global financial affairs operate at levels higher than rubber stamp puppet parliaments. Laws and regulations passed by parliaments (*e.g.* Congress) merely execute decisions that take place behind-the-scenes in secretive global forums that purposefully shun media attention and public scrutiny. It is beyond the scope of this introductory book to outline the complexities of these global systems, which are currently in a state of flux.

The two diagrams overleaf visually summarize the major institutions that have shaped the global political economy during the post Second World War era. This Western centric, Western dominated system is broadly known as the Bretton Woods Financial System. In its most simple terms, the American economy is (or was) the global economic engine that drove world affairs. The requirement for other nations to pay for crude oil in US Dollars elevated the prominence and success of America's economy under this system until the Global Financial Crisis emerged in 2008.

The rising influence of China and Asian manufacturing economies such as South Korea is rapidly challenging the failed Bretton Woods System. The Bretton Woods fiat currency system has created massive financial debts. Most financial institutions are technically bankrupt. The same might be said of most people who live in Western economies. The BRICS economic pact between Brazil, Russia, India, China and South Africa aims to create a new financial order that centers around China's Belt and Road initiative that is constructing sea and land transport infrastructure.

Institutions that Shape the Global Political Economy

Institution	Founded	Head Office	Membership	Official core objectives and website
Sovereign Military Order of Malta	<i>Circa</i> 1099	Rome	<i>Circa</i> 13,500 elites.	A lay religious order of the Catholic Church since 1113. orderofmalta.int
Society of Jesus 'Jesuits'	c. 1534	France	<i>Circa</i> 16,000 men.	Roman Catholic order of priests and brothers. jesuits.org
The Freemasons	18 th Century	England (unofficial)	<i>Circa</i> 5 million globally.	A global male-centric fraternal society that has no official central governing body. Example freemasonnetwork.org
Council on Foreign Relations	1921	New York	American political and business leaders.	A nonprofit thinktank that specializes in promoting America's foreign policies. cfr.org
United Nations	1945	New York; Geneva	193 sovereign nations. 2 observer states.	Promotion of International Humanitarian Law such as the Universal Declaration of Human Rights. un.org
Bilderberg Meeting	1954	Europe	By invitation. Varies annually.	An annual forum for informal discussions, designed to foster dialogue between Europe and North America. bilderbergmeetings.org
Group of 7 Nations (G7)	1970s	None	Italy, Canada, USA, UK, France, Germany, Japan.	A forum of highly industrialized democratic nations to coordinate economic, security, and energy policy.
World Economic Forum	1971	Geneva	<i>Circa</i> 1,000 of the world's largest corporations.	Engages political, business and cultural leaders to shape global industry agendas. weforum.org
Trilateral Commission	1973	Tokyo, Paris, DC (USA)	<i>Circa</i> 490	Foster cooperation between Japan, Western Europe and North America. trilateral.org
Notable societies and secret societies: (i) Skull and Bones (all-male), Yale University; (ii) Club of Rome (all-male); (iii) International Red Cross.				
Dominant inter-related sovereign entities				
The Vatican	Is ostensibly the Deep State's major religious arm. The Catholic religion has the world's largest number of subjects, <i>circa</i> 1.3 billion adherents. vaticanstate.va			
United States of America	Regarded by some political theorists as being the Deep State's major military arm. America's Military Industrial Complex has sustained the world's largest military budget during the post WWII period. <i>E.g.</i> www.rand.org References to the USA as variants of the noun 'United States Incorporated' undermine this nation's sovereignty.			
City of London (UK)	Labelled by some geopolitical researchers as the Deep State's major banking and finance arm. cityoflondon.gov.uk			

Deep State 70 Year Plan

Period

Early 20th Century

US debt-consumerism economy established as the global economic engine.



1948

Marshall Plan designed to re-build Europe and elevate Western economies.

1948-2018

US fiat currency, debt-based economy designed to eventually self-destruct.

Debt laden US citizens enslaved to global banks.

21st
Century

Western centric powers aim to control Asia's political economy.

Abundant slave labor in Asia drives new global economic engine.



The Economist (1988), Re 2018

Post WW11

China, a nuclear power, resists Western military and economic dominance.

Western Deep Statists marry Chinese women to attempt Beijing infiltration.



Circa
21st
Century

China voluntarily aligns with corrupt Western Deep State leaders.

China, largest holder of US Treasury Bonds - emerging global economic power.



BRICS collective seeks to drive new global economic order.

China's One Belt, One Road and gold-backed Yuan aims to lead global affairs.



Case study Behind-the-scenes brokers

A visit by Chinese Premier Xi Jinping and his apex-level delegation to Monaco during March 2019 was barely covered by mainstream media. At face-value, it is strange to imagine that the head of the world's second largest economy and the world's most populous nation would find time to conduct negotiation meetings with a square-mile micro nation that has around 30,000 citizens.

Xi Jinping Holds Talks with Prince Albert II of Monaco 2019/03/25

https://www.fmprc.gov.cn/mfa_eng/zxxx_662805/t1648336.shtml



Monaco's Royals, *i.e.* France's *de facto* Royal Family, exert high political leverage in secret. This observation supports my theory that inbred European royal families, who control Switzerland, are covertly plotting the birth of a Swiss-based Quantum Financial System (see CERN, Annex 1).

Europe's inbred royal families use the national education system to spread the myth that 'Royal families are merely figureheads that no longer hold power'. The secretive Bank of International Settlements, based in Switzerland, is currently the world's most powerful financial institution.

Criminals

The Bretton Woods system is orchestrated by powerful banks that operate above the law with impunity. This topic is worthy of a separate book. I merely summarize selected facts on this page.

Global banks flout national tax laws to avoid paying tax. They employ shrewd tax attorneys and manipulate various tax planning regimes to avoid paying their true obligations. Examples of schemes employed include parking money in secretive tax havens such as the British Virgin Islands. Most banks use grossly inflated transfer pricing regimes within their group of companies.

Mainstream media stories dated 2018 and 2019 that accurately report the prosecution of global banks for engaging in massive transnational organized crime are relatively easy to find using online search engines. This feature article shown below is merely one example among many.

<https://www.bloomberg.com/news/articles/2018-07-20/rothschild-bank-broke-money-laundering-rules-in-1mdb-case>

Rothschild Bank Broke Money-Laundering Rules in 1MDB Case

Rothschild Bank AG and one of its subsidiaries were found to have seriously breached money-laundering rules in the multi-billion-dollar 1MDB Malaysian corruption case, which has ensnared lenders around the world.

The article above by Winters (2018) is a watershed moment in contemporary banking history. Prior to the appointment of the incumbent American administration, banking crime families such as the Rothschild clan were considered ‘untouchables’ in elite financial and political circles.

Case study Christine Lagarde, convicted fraudster

Christine Lagarde has been Managing Director and Chairwoman of the criminal International Monetary Fund since 2011. Lagarde's résumé and professional record are indicative of endemic corruption that pervades Europe's criminal apex financial institutions and warmongering globalist financial institutions such as the IMF that aim to destroy all nations' sovereignty.



As shown above, global media outlets reported Lagarde's conviction in a major fraud case in a French Court during 2016. This major fraudster was not penalized. She remains head of the IMF.

<https://www.nytimes.com/2019/07/02/business/christine-lagarde-european-central-bank.html>

***In Tense Times, 'Call in the Woman':
Lagarde Will Lead the E.C.B.***

In mid-2019, this convicted fraudster was appointed President of the European Central Bank.

Collapse

There is ample evidence that major Western economies are teetering on the brink of economic collapse. Fake government statistics are the norm. The bizarre scenario of negative interest rates in several Western economies in 2019 is unprecedented in recent decades. Effectively, depositors may receive zero interest or negative returns for depositing their money in financial institutions.

By Brian Blackstone THE WALL STREET JOURNAL

www.wsj.com/articles/negative-rates-designed-as-a-short-term-jolt-have-become-an-addiction-11558363559

For five years, European nations have been trying to jump-start their ailing economies with what was supposed to be a radical, short-term remedy—negative interest rates.

Instead, central banks haven't been able to wean their economies off them. Increasingly, they appear to be a permanent feature of the landscape. No major bank that introduced negative rates during Europe's debt crisis has turned main policy rates positive again.

The likely imminent collapse of Deutsche Bank is a symptom of decades of financial deception. Most major banks 'engineer' junk tradeable paper assets whose values eventually reset to zero.

www.zerohedge.com/news/2019-05-23/how-close-collapse-deutsche-bank-one-photo

This Is How Close To Collapse Deutsche Bank Is, In One Photo



by Tyler Durden

Thu, 05/23/2019 - 19:45

Fantasy finance 'products' such as options, futures and derivatives may impress naïve 'mom and dad' investors. Unlike gold and land, these overtraded paper assets are mostly backed by nothing tangible. Most elite financial institutions enjoy immunity from prosecution for major frauds.

Case study Single scapegoats?

Banks have collapsed in recent times in advanced Western economies such as Britain and Cyprus. Doral Bank (Puerto Rico) and Northern Rock (England) are examples from recent decades.

Sometimes when banks and financial institutions fail one person is fingered by mainstream media and government authorities as responsible. This infamous case study below is one such example.

Timeline: How Nick Leeson brought down Barings Bank at the age of just 28

www.thejournal.ie/nick-leeson-barings-1957799-Feb2015/



Re: 1995

According to media folk lore, Nick Leeson accrued massive losses on the derivatives trading desk. Nick used accounting fraud to bury these losses. Nick was aged 28 when he supposedly single-handedly sank this bank. Barings was a famous elite boutique bank that was established in 1762.

Do you believe that it is possible for a rogue desk trader to single-handedly hide losses of 827 million pounds? This is equal to *circa* USD two billion dollars (\$2, 000, 000, 000) in 2019 terms.

Principles



Statistics

This page briefly introduces two fundamental principles of financial investing. These tenets are:

1. Consult widely;
2. Don't put all your eggs in one basket.

Investing activities can be compared to sick people who engage medical advisors. It is usually a wise choice to consult multiple professionals in multiple sub-fields. Most physicians prescribe medications for most ailments. These may or may not work – dependent on the context. Most naturopaths and dietitians center on changes to diet. By consulting widely, we can consider different perspectives and options. We may apply trial-and-error to discover what works best.

The notion of not putting all your eggs in one basket for most is self-explanatory. And this cliché can be understood from the truth of its origins in nature. Female Sea Turtles are an example of animals that lay their eggs in multiple places. This strategic act minimizes the chance that all eggs from one egg laying cycle will be destroyed by natural forces (*e.g.* storms) and predators.

Investing in multiple products and markets decreases the likelihood that one specific disaster can eradicate one person's wealth instantly or in the short-term. If all financial markets in one nation (*e.g.* Germany) are bankrupted, this will not bankrupt Germans who invest in other alternatives products and markets such as gold coins stored in South Dakota and farm properties in Australia.

Case study Gross Domestic Product

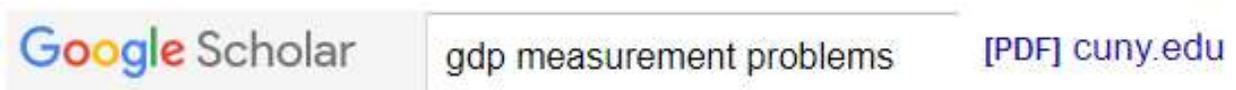
Much finance and economic data that is factually correct, *i.e.*, measured accurately, may contain numerous fundamental flaws that undermine its usefulness. Gross Domestic Product (GDP) data is a classic example of a widely cited statistic that is fundamentally compromised.

In most national jurisdictions, GDP does not measure:

- A nation's current unrealized potential GDP output;
- The sustainability of a nation's economic trajectory;
- Environmental degradation from economic activity;
- The unofficial economy, which is trillions of dollars in size in America;
- Distribution between classes and related issues such as the disappearing middle class.

Governments can increase the GDP figure by changing the definition of how it is measured.

Free resources on Google Scholar that discuss this issue and others are analyzed in this book.



[PDF] The Rise and Fall of the GDP

J Gertner - New York Times, 2010 - qcpages.qc.cuny.edu

... until the developed nations of the world actually move beyond GDP — a big if — this ... officials, perceiving dangers in a new **measurement** system, might conclude that such an ... urgency. And a revision of economic **measures** presents other potential policy complications ...

☆ Cited by 68 Related articles All 8 versions

Readers may fare better if they consult multiple sources and freely draw their own opinions.

End of section review: Promise, Premise, Prologue and Principles

Question		Yes or No or your own answer
1.	Did you understand most of the content in this section?	
2.	<p>Do you feel that the author is pushing a covert or overt personal agenda in this chapter that aims to forcibly guide the reader to think and/or act in a certain way?</p> <p>If you answer yes to the question above, you may wish to make a note in the space under this box, or in another space of agendas that you suspect. You may consider offering other comments such as concerns, insights and personal discoveries.</p>	
3.	Please make a note of any ideas or questions below that you plan to investigate in the future.	

Your free-willed thoughts and notes

.....

.....

.....

.....

Production



WHEN AND HOW
TO USE A
CHERRY PICKER



© ALC 2019

Statistics

This section explores the basics of applied financial statistics. I use financial case study examples that are relatively straightforward, well-known and practical. The two fundamental principles of finance – spread risk and consult widely are more important than statistics. You may consider ignoring an advisor and their advice if you feel that they are using tricky statistics to confuse you.

Historically, many unethical financial: planners, advisors and sales agents have purposefully used complex formulae, terminologies and examples to confuse investors. Strangely, and sadly, many naïve investors have this mindset: ‘if the sales agent’s financial terminologies sound foreign and confusing, then s/he must be clever and selling excellent products’. Usually the inverse is true.

The following financial products, which are often scams, are among the most popular terminologies promoted by financial sales operators because they sound ‘sexy’: options, futures, derivatives and equities. This glossary section of this document defines these terms.

The first lesson of ‘Financial Planning 101’ courses, designed for investors, should probably be this principle: Financial Planners are King (or Queen). Investment advisors invariably take their commission from investors prior to purchasing their investments. No matter how disastrous your investments perform, your investment broker always gets paid in advance. And paid in full.

Statistics: Basics

The basic principles of statistics include the following:

- Ratios;
- Distributions;
- Compounding;
- Basic probability;
- Relative and comparative analysis: percentages;
- Arithmetic: Counting, subtracting, dividing, multiplying;
- Linear regression.

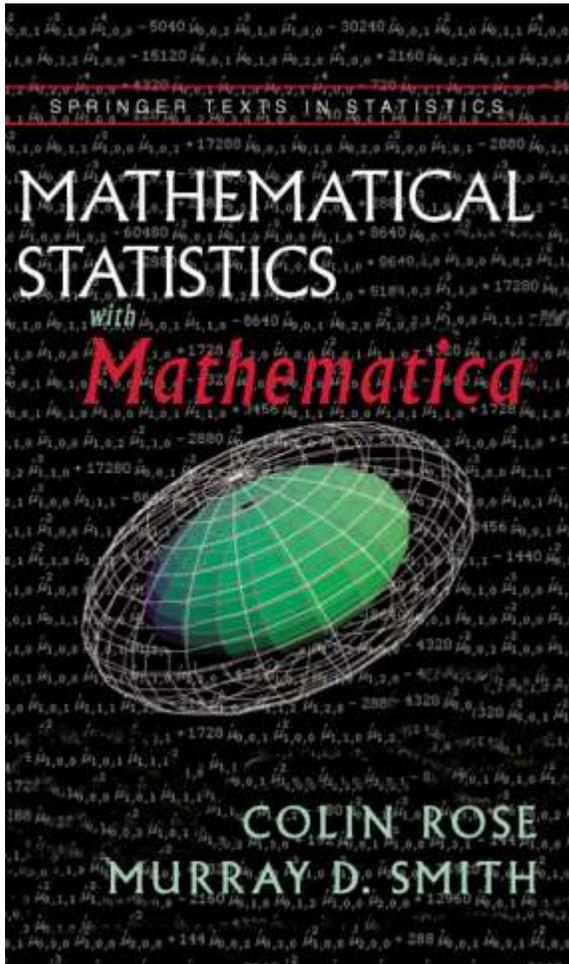
Those who understand these basic principles, above, can feel confident that they are competent in the sub-field of mathematics named “Applied Financial Math”. This noun is sometimes used to market textbooks that center around the seven principles listed above as bullet points.

The following are advanced sub-fields in statistics: Confidence intervals, Chi square, Multiple regression, Indices, Logarithms and Calculus. There is no need for investors to understand these principles as a foundation for understanding financial literature and making financial decisions.

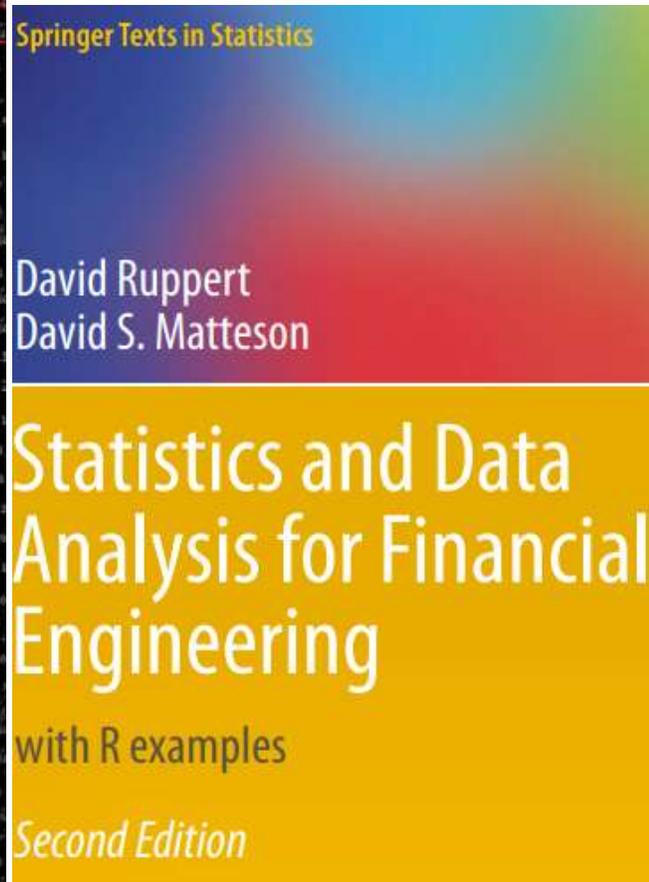
I encourage critical-thinking, free willed people to be suspicious of investors who claim that investors must understand advanced statistics and/or trust the financial advisor’s claim that these numbers are “true”. Sound multibillion dollar investing decisions are made by people with limited financial knowledge. Prime Ministers who are trained ophthalmologists as an example.

Case study Free textbooks

Those who desire to explore basic or advanced statistics handbooks should be able to find copies of free mainstream published textbooks on Google Scholar. Free books shown below are available via the links in this book's references section. Similar free books exist on Google Scholar.



493 pages



736 pages

Free quality research methods books are likewise easy to find on Google Scholar. For example please see this file produced by this author at: <http://www.thefreeschool.education/research.html>

Visual presentation

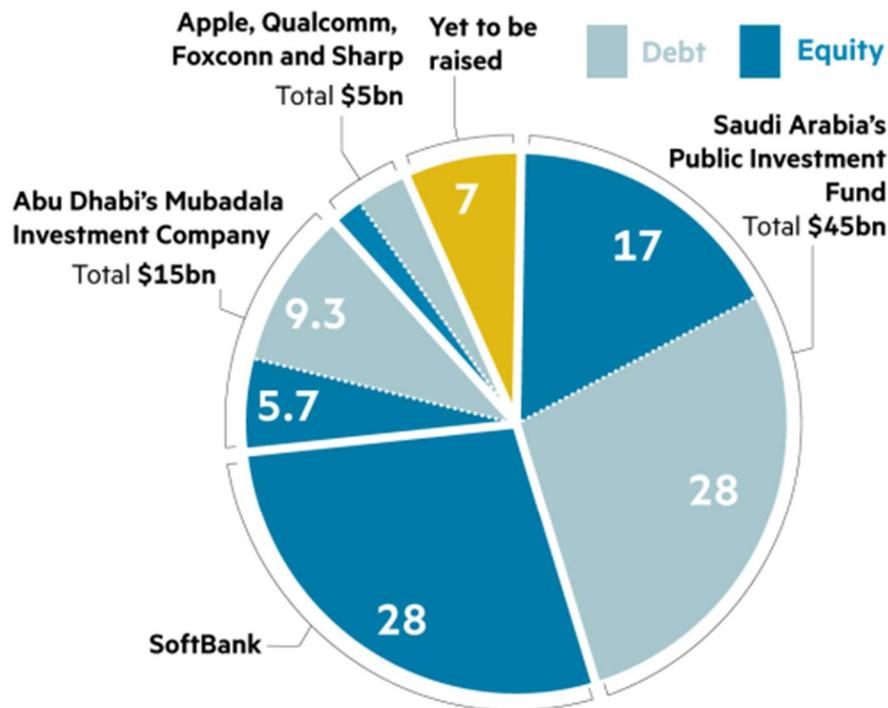
There are four main ways that finance professionals can visually summarize data. These are pie charts, line graphs, bar graphs and data tables. Investors and others should be skeptical of finance staff who claim that their advice or argument can only be demonstrated with other diagrams.

Pie charts

Pie charts show percentage share, *i.e.*, the relative share of each component to the whole. Please consider this example below published by the Financial Times (2018).

Investors in \$100bn Vision Fund

\$bn

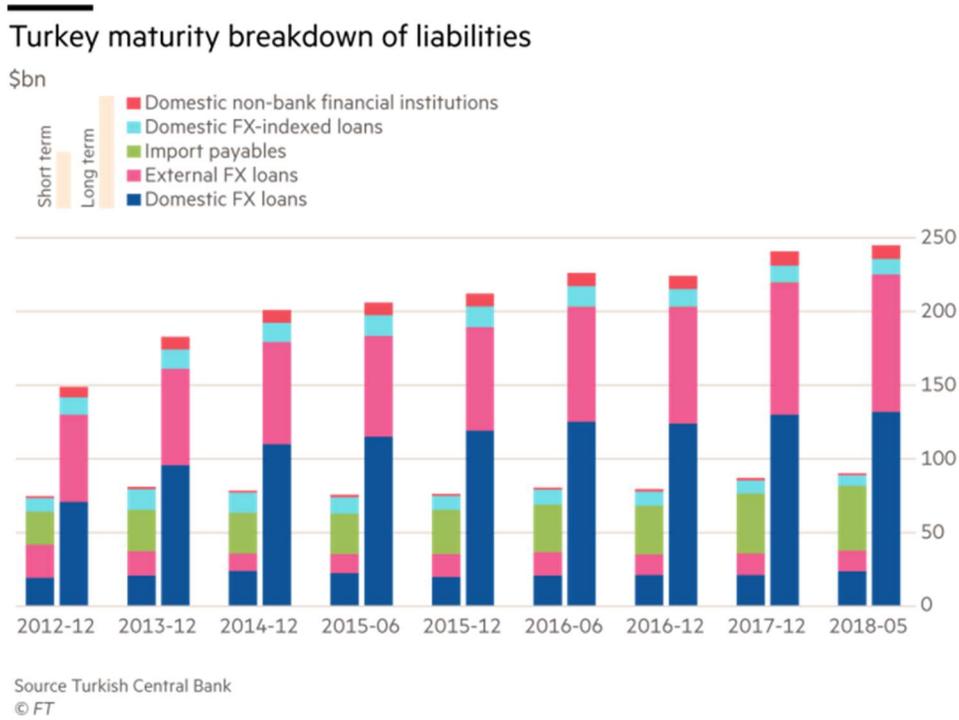


Source: FT research
© FT

I encourage readers to read this FT article so that they can appreciate this example in context.

Bar graph

A bar graph is best for showing comparative size against another scale such as time.



Line graph

A line graph is best for showing size and performance over time.

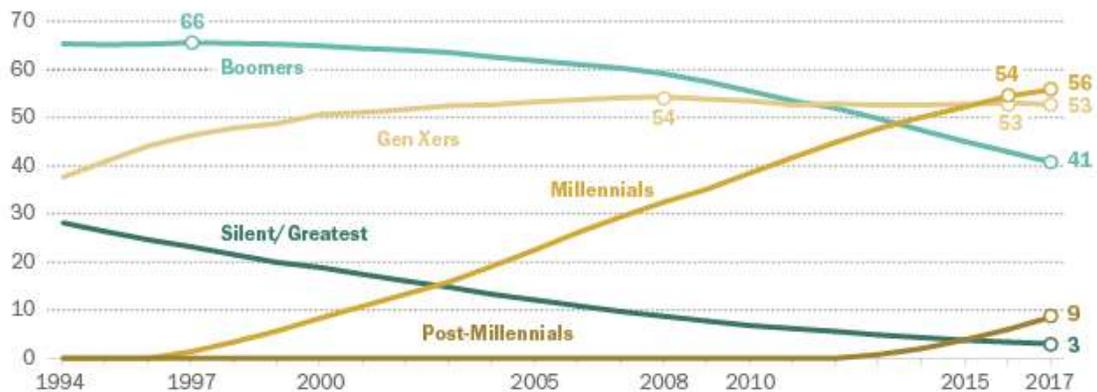


Trends

There are five basic trends that a line graph can report: Upward, downward, flat, cycle and volatile. Volatile means no trend. In this line diagram below, Boomers shows a downward trend. Millennials' trend is upward. Gen Xers is relatively flat (*i.e.* stable) during this 23-year time period.

Millennials became the largest generation in the labor force in 2016

U.S. labor force, in millions

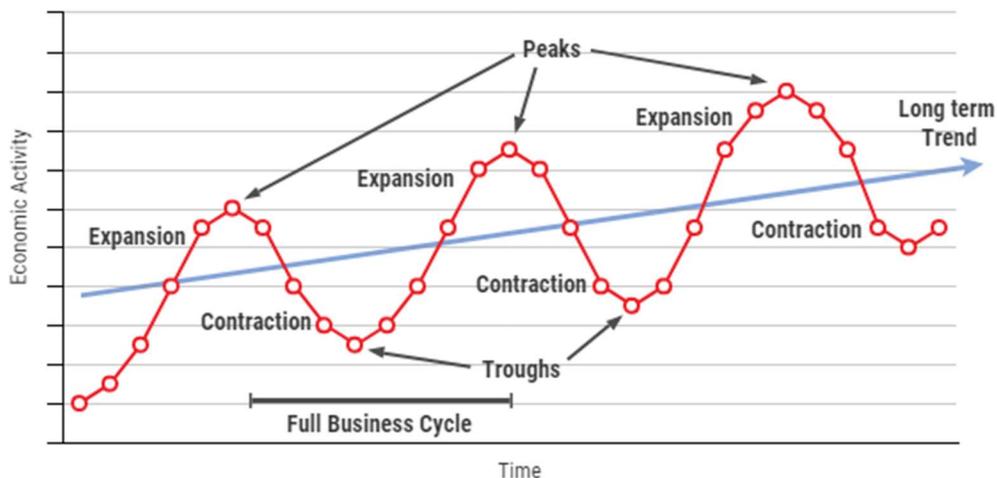


Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown. Source: Pew Research Center analysis of monthly 1994-2017 Current Population Survey (IPUMS).

PEW RESEARCH CENTER

This graph below shows a hybrid of two trends. The red line shows a cycle that trends upwards.

Phases of the Business Cycle



CE (2006)

Data table

A data table may be the best format to use when the creator does not want the reader to be distracted by diagrams that display lines, slices and bars. This is an example of a simple data table.

PROPORTION THAT USED FACEBOOK AS A SOURCE OF NEWS IN LAST WEEK – SELECTED MARKETS

Country	2018	Change from 2017
 US	39%	(-9)
 UK	27%	(-2)
 Germany	24%	(-1)
 France	41%	(-2)
 Italy	51%	(-)
 Spain	48%	(+1)
 Ireland	38%	(-3)
 Norway	40%	(-1)
 Sweden	36%	(-)
 Finland	33%	(-2)
 Denmark	34%	(-5)
 Netherlands	29%	(-3)

Reuters Institute Digital News Report (2018)

Case study Deutsche Bank

Readers can access Deutsche Bank's quarterly and annual financial statements online.

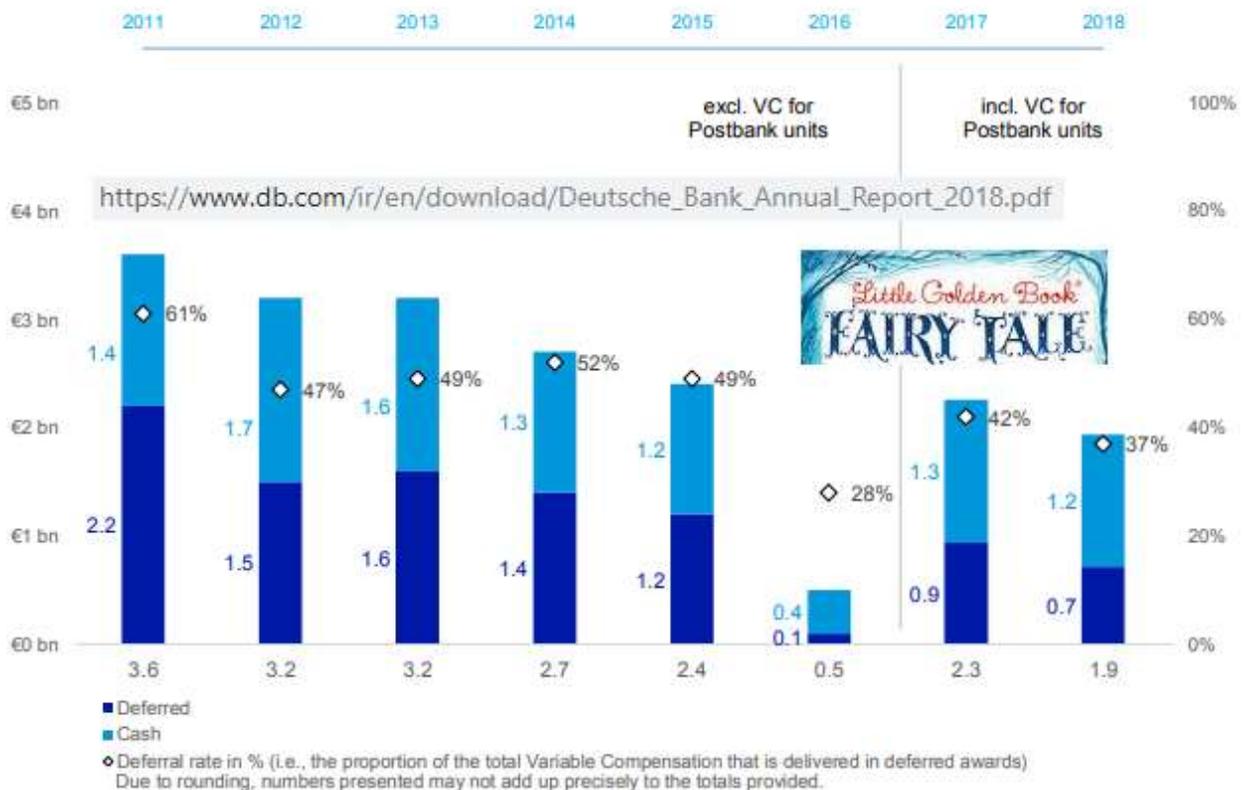
Annual Reports – Deutsche Bank

<https://www.db.com/ir/en/annual-reports.htm> ▼

Are you able to find at least one example of the six data presentation diagrams shown on the previous three pages? What other visual illustration diagrams do Deutsche use? Which ones do you understand? Which financial presentation diagram/s can you not interpret?

Do you understand the difference between a bar graph and a stacked bar graph (example below)?

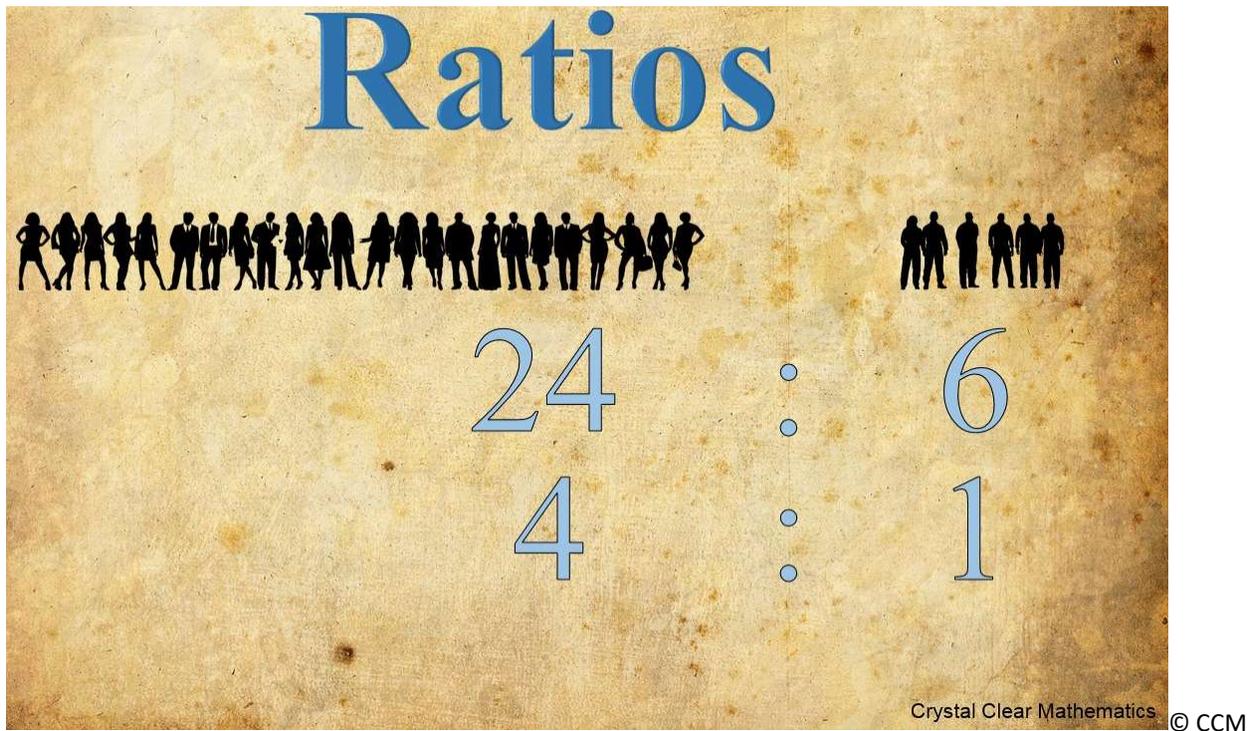
Year-end performance-based Variable Compensation and deferral rates year over year



The light blue and dark blue component of each single bar equates to the total of that bar.

Ratios

A ratio is the quantitative comparative relation between two amounts. A ratio shows the number of times that one of the item sets repeats with reference to the other item.



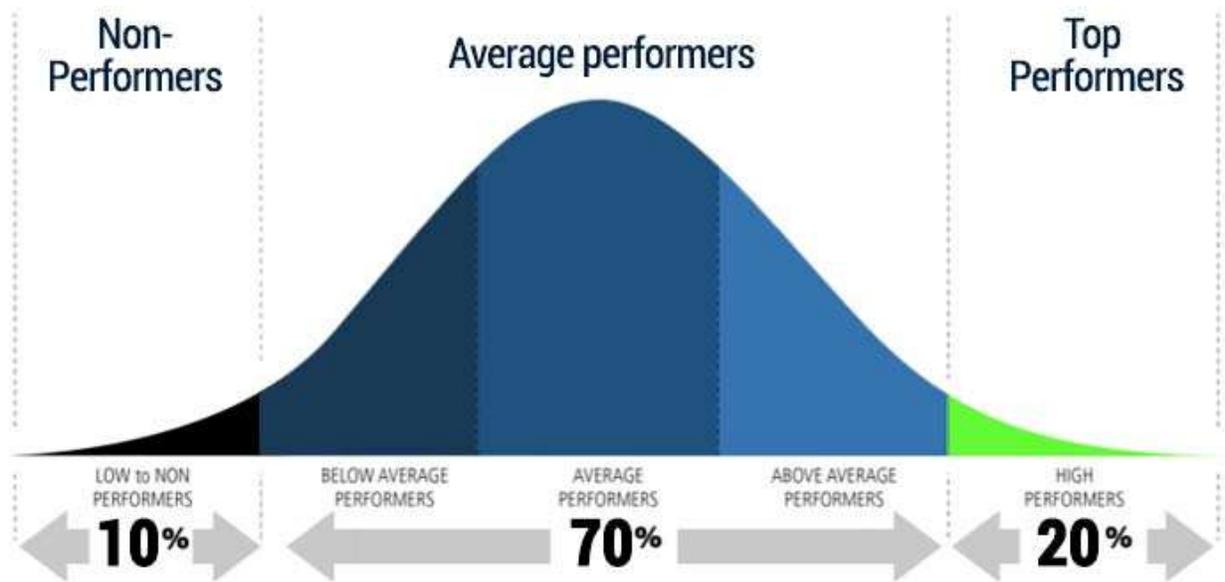
In the image above, there are 24 female students studying Economics 101 at this college and 6 male students in term 1, 2019. Numbers 24 and 6 share a common denominator – number 6. If you divide 24 by 6 and divide 6 by 6, you can simplify this ratio to 4 females for each male.

It is correct to quote a ratio of 24:6 and 4:1 as these ratios are numerically identical. The ratio 24:6 may be a better citation if you want your audience to know the full population number. The ratio 4:1 may be preferable if you want to simplify larger numbers for your audience.

Distributions

Mathematics centers around the Western Arabic number system. This regime uses ten numerals to build numbers: 0, 1, 2, 3, 4, 5, 6, 7, 8 and 9. Straightforward mathematical calculations such as addition, subtraction, multiplication and division are foundations of mathematics calculations.

Statistics is an applied sub-field of mathematics. The notion of the 'normal distribution bell curve' underpins this sub-field. A finance example of a bell curve is shown below.



Bhatia (2019)

The bell curve distribution is simple to follow. Numerous real-life examples exist in all domains. For example, most students in an MBA course earn a mid-level grade at most colleges: an A- or a B or C. Only a small percentage receive a top mark such as an A or A+ and a similar percentage fail. In most cases, most numbers fall somewhere in the middle of upper and lower extremes.

Probability

A deck of playing cards is one of the easiest ways to introduce the notion of statistical probability.



A standard deck contains 52 cards; four suits and two colors: red and black. Consider this pack of cards that has been randomly shuffled. These odds about the first card on this deck are correct:

- There is one chance in 52 that the top card on this deck is the Ace of Hearts.
- There are two chances in 52 that the top card is a red Ace.
- There are four chances in 52 that the top card is any Ace card.
- There are 48 chances in 52 that the top card is not an Ace.

Numbers such as 4 in 52 can be converted to percentages on a calculator. The mathematical formula for this last example, above, is $[4 \text{ divided by } 52] \rightarrow \text{multiplied by } 100$. Answer: 7.7%

Percentages

Investors need to decide what percentages for risks and rewards are low, medium or high. Consider this scenario: An honest financial advisor correctly informs you that there is a 10% chance that your property portfolio will collapse next year and be worth \$0. On the other side of this coin, this means that there is a 90% chance that your property portfolio will not collapse next year. There are nine chances in ten that your property portfolio will not collapse next year.

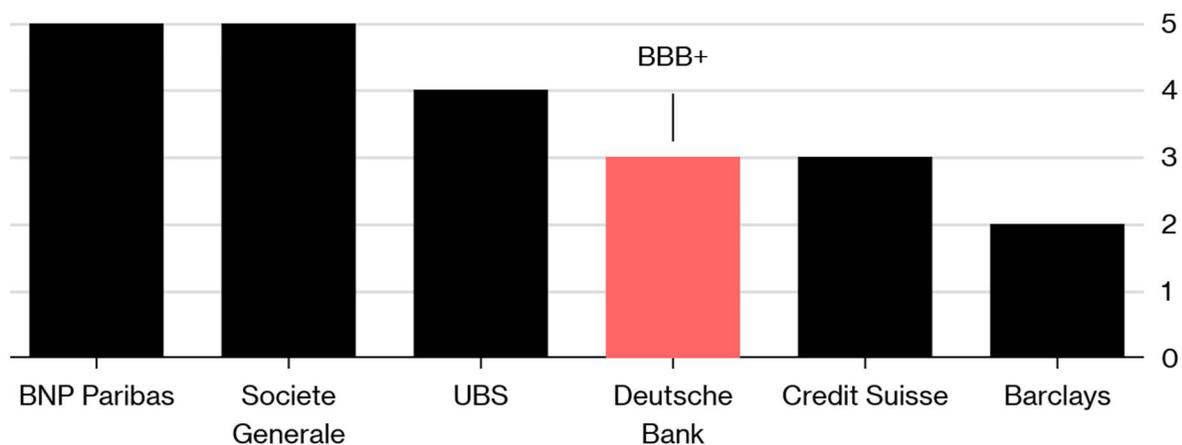
Case study Bank credit ratings

Bank ratings are a way that professional ratings agencies discreetly use probability to report quantitative data. The highest ratings mean that it is near-certain that an institute can pay all debts as they fall due. Most ratings agencies use a series of letters that could be interpreted as strong, weak or neutral by novice investors. Industry analysis, such as the example below may aid others to interpret credit ratings. It is best to consult multiple independent sources.

Rating Disadvantage

Deutsche Bank has among the lowest credit ratings in the industry

■ S&P long-term foreign issuer credit (levels above investment grade)



Shows how many steps each firm's rating is above BB+, the top rating for below investment grade.

Source: data compiled by Bloomberg

Bloomberg
2019

Many investors take little notice of credit ratings agencies as a matter of policy. Some claim that good credit ratings can be obtained by secret bribes. In certain cases, published numbers ratings are a corrupted political process. For example, see this article by Gande & Parsley (2014).

https://mpr.ub.uni-muenchen.de/21118/1/MPRA_paper_21118.pdf

Arithmetic

Counting (addition), subtraction, multiplication and division are elementary level math.

Consider these factual, real-life applied examples of each mathematical function.

Counting: The *North America Free Trade Agreement* involves three parties: America, plus Canada, plus Mexico.

Subtracting: As of January 2020, analysts forecast that that European Union will comprise 27 nation state members. Its current total is 28. Britain is scheduled to leave this Union in 2019.

Multiplication: According to BEA.GOV (2019), real GDP increased by a multiple of 2.9% during 2018 compared to GDP recorded during 2017. Total GDP for 2017, multiplied by 1.029 equates to America's total GDP for 2018.



Division: America's total GDP for 2018, divided by 1.029, equals total GDP for 2017 for this nation.

Linear regression

Statistical regression may sound like an intimidating term for those who are new to the world of economic statistics. There is no need to be intimidated if a financial broker uses this term. There is no urgent need for a financial advisor to quote this term when engaging novice investors.

In the world of plain English, the word 'regression' is the reverse of progress – to go backwards. Your savings account may be increasing USD\$100 each month, for 36 months, due to disciplined savings by improving your controls over spending. Imagine that your discipline wanes. Naughty you. Your spending more than you earn each month for three consecutive months and expenditure is wasteful. Your financial management has regressed during those three months.

Variables and formulae are the basics regression. To work backwards and create a formula that derives your monthly savings/overspend amount, we need to know the variables. For many, these variables are: (a) monthly salary (b) monthly interest on savings and (c) monthly expenses.

Variable (d), the outcome, is your monthly cash saving/deficit. Your monthly saving/deficit regression formula is: $(a) + (b) - (c) = (d)$.

If (d) is negative, your monthly expenditure exceeds total income. Naughty you.

The formula above is a simple example of linear regression.

Compounding

Compounded interest is interest paid or charged on interest. Consider this simple example:

1. The investment deposit amount (the 'principle') is USD\$100;
2. Interest of 10% is paid on the principle at the end of each 12-month interval;
3. The deposit period is 24 months;
4. The investment deposit starts on January 1, 2017 and matures on December 31, 2018.

At the end of the first 12 months, the investor earns \$10 interest. This interest earned is added to the principle deposit, USD\$100. The investment balance on 1 January 2018 is USD\$110.

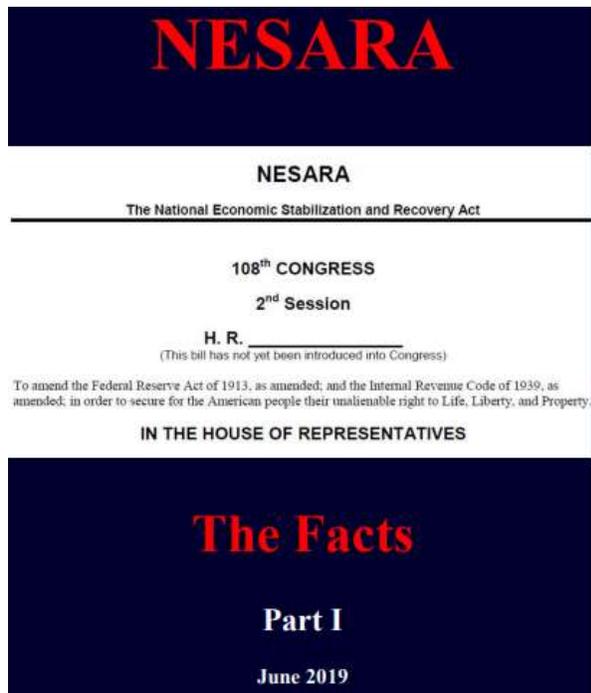
Jan 1, 2017	Dec 31, 2017	At the end of 2018: 10% interest is paid on \$110	Dec 31, 2018
\$100 Deposit (Principle)	10% interest paid \$10 Interest paid New balance: \$110		\$11 Interest paid New balance: \$121

The compounded interest earned in dollars is \$21. The investor earned an extra \$1 in interest during this two-year period, because the investment company paid interest on the deposit principle and the first interest payment made of \$10.

Most investment companies pay compound interest. A company that does not pay compound interest will only pay \$10 in interest at the end of each year, *i.e.* 10% on the principle, \$100.

Case study NESARA

Many respected economic commentators speculate that the world is transitioning into a global currency reset and a new financial system (see Annex 1). This analysis ties in with the premise of this book that global financial systems are bankrupt as multiple people own each single asset.



NESARA

The National Economic Stabilization and Recovery Act

Current loan equations based upon compounded interest:

$$T = P(1 + i)^n$$

where:

T = total amount of debt

P = principal; equal to the original investment

i = interest rate per interval, expressed as a decimal

n = number of equal intervals

$$R = L \frac{i}{1 - (1 + i)^{-n}}$$

where:

R = amount of periodic payment

L = amount of the loan

i = interest rate per interval, expressed as a decimal

n = number of equal payments

New loan equations based upon simple monetization fee:

This free book about the so-called *NESARA Act* claims that compounding interest will be outlawed in America under this new national system. The word “compound” appears 18 times in this Bill. Using the online PDF document search function (Control-F) you can locate these 18 references.

You may download a free copy of this book at this link below. The 88-page *NESARA Bill* is annexed in this document. <https://journalistethics.com/nesara/>

Statistics: Tricks

Many unethical finance professionals manipulate statistics to produce fake or exaggerated data. Lies, misleading statements and exaggeration are the main ways that they do this. Synonyms for 'lies' used in this book include scams, fake, phony, false, fraud and fraudulent.

Lies are claims that are false. This statement is factually incorrect: "Private banks may print their own American Dollars if they have a shortage of cash on hand". Untrue. Such acts are illegal.

Misleading claims refer to communications that may be factually true but are framed in a way that may guide the reader to draw a false conclusion. This statement in context is misleading: "Our global investment firm is large – we employ 200 sales agents worldwide." A more accurate reference to total employees refers to Full Time Equivalent (FTE) staff. Many small, amateur investment brokers employ work from home agents and pay them *circa* two hours per week. One hour of work equates to approximately 5% of one FTE employee, who is paid to work 40 hours a week. This statement is misleading if this firm hires 200 work from home agents in China and Canada only and pay them 2 hours a week. Their sales force is 10 FTE in size, and it is not global.

Exaggeration is a subjective notion. Claims such as "our firm is successful" may mean different things to alternative audiences. Verifiable, quantifiable, comparative data is needed to assess such vague claims. For example, "last financial year, our firm earned USD\$3 million profits after taxes. This is *just 1% higher* than the industry average for our region of focus – Eastern Europe".

Selecting

How we evaluate things is primarily influenced by variables and factors that are included in the topic of interest. For example, we cannot assume that the best performers or benchmarks are always included in an entity or in the data put forward by financial analysts. For example, consider the case of Hall Capital – a firm which the writer randomly found using Yahoo. According to their website (2019), its leadership is comprised of three members of the Hall clan: Fred Hall, Kirkland Hall and Brooks Hall Jr. Are these the best qualified professionals to lead this firm? Quite possibly. However, to the critical reader, it may appear that leadership recruiting is a ‘family affair’.

What do you know about the NASDAQ index? Does this index measure performances of all stock traded on Wall Street? The answer is ‘no’. Many people think that NASDAQ measures all US stock.

Only certain stocks are included in the NASDAQ index. These inclusions are weighted towards technology industries. I encourage people to independently consult multiple sources to find out what stocks are included in the NASDAQ index. It is best to consult the authority direct, and not rely on corrupt, deeply biased websites such as Wikipedia. NASDAQ <https://new.nasdaq.com/>

Unethical, aggressive financial services sales agents invariably ‘cherry-pick’ information that supports their argument. This is one of the most widely used tricks among corrupt sales agents.

Selective timescales

These line graphs show the performance of Deutsche Bank's stock price. A one-month analysis of this price set makes it appear that this is a somewhat volatile stock that is trending upwards.



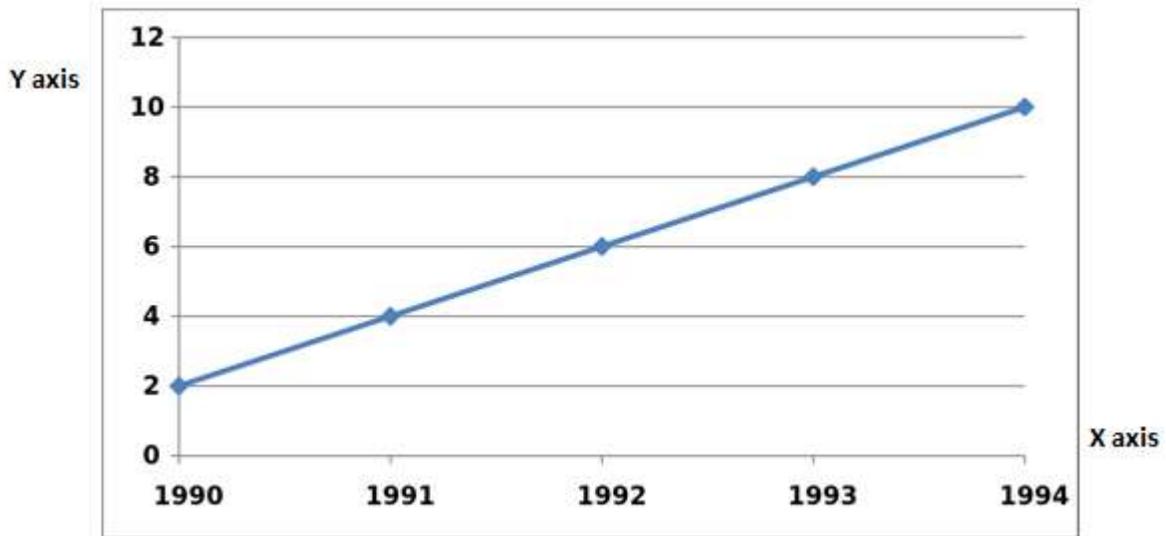
Analyzing this stock over a 12-month period shows that this stock is plummeting downwards.



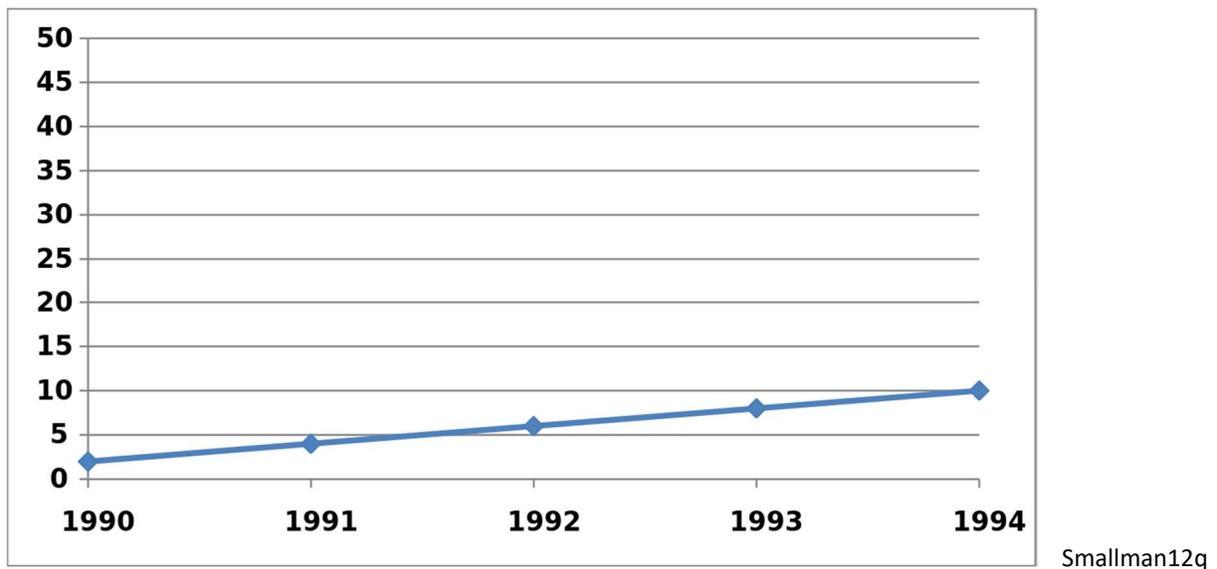
Investment advisors may showcase a graph that suits the agenda they push on naïve buyers.

Selecting scales

Financial analysts who construct line graphs can manipulate the X or Y axis scale sizes to emphasize or deemphasize trends. Such behavior is similar as using subjective words to exaggerate facts. For illustration purposes, consider these simple line graphs that report the average total corporate customers for illustration company ABCXYZ Finance Incorporated.



Using a higher scale range on the Y axis deemphasizes total growth optics over these five years.



Selective imagery

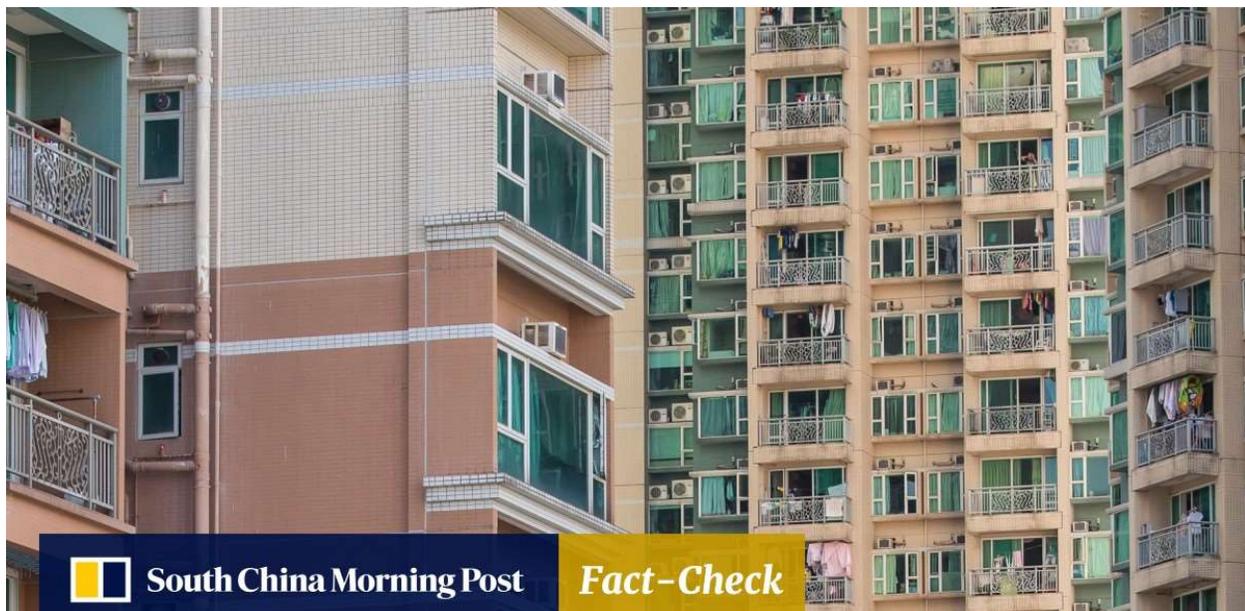
Selective use of images can be used by real-estate agents and others to sell assets. Real estate has its own language. 'Tidy' = crummy. 'Renovators delight' = Rotten. 'Immaculate' = Over-priced.

Would you like to buy this private Kowloon apartment? Please see our brochure photo below.



Out of context selectivity.

It's best to visit a property and the surrounding neighborhood before handing over your cash.



Mainland China has millions of rotting, never used apartments in empty ghost cities. Beware.

Case study Stock Market Indexes

The FTSE index is a famed stock market index that is selective. FTSE is an acronym for Financial Times Stock Exchange. The FTSE lists the top 100 companies by market capitalization that are listed on the London Stock Exchange.

This index may provide a brief snapshot of the British stock market as its components account for the majority of Britain's total equity market value.

This image of the FTSE100 index for January 2018 to July 2019 was published by Trading Economics. This is not an official source. There may be accidental errors in this line graph.



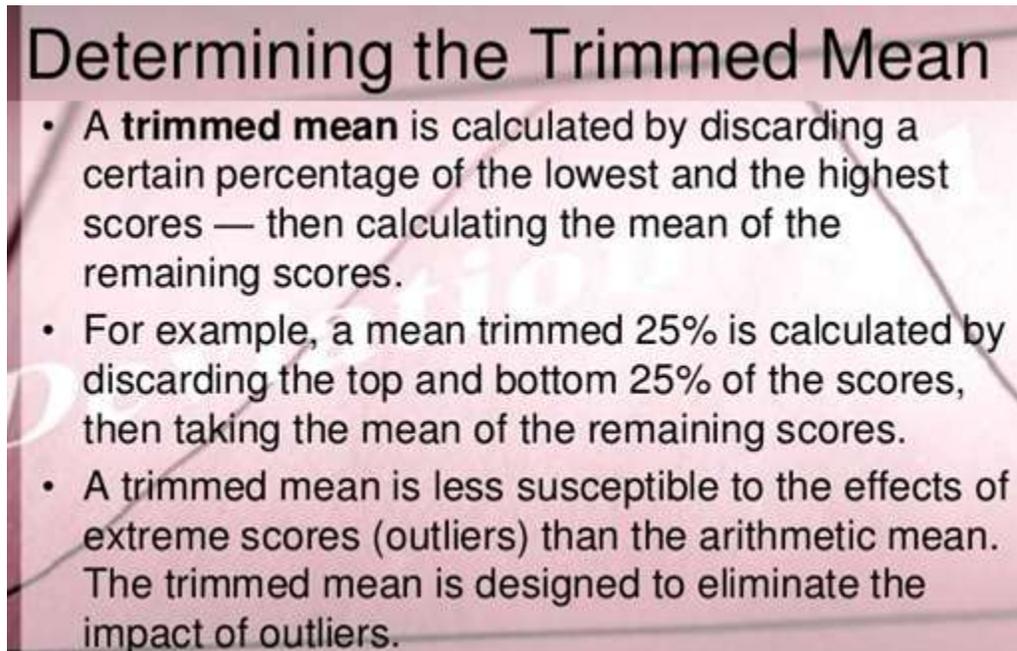
SOURCE: TRADINGECONOMICS.COM | OTC/CFD

This site is the official source to confirm FTSE100 index data. www.londonstockexchange.com

Sidelining

Deliberately excluding data to promote false, misleading or exaggerated messages is the inverse of selective cherry-picking. There are exceptions to this general rule. Sometimes corrupt and unethical financial advisors extract the full population of data and strategically work backwards by excluding a handful of data that undermine the truth, as they see it, that they aim to promote.

Average figures, also known as 'mean' figures are a popular number cited by financial advisors. This concept is simple to illustrate. My age is 39. Your age is 29. Our average age is 34. Age 39 plus age 29 = 68 years. 68 years divided by two persons equals an average age of 34 years.



Determining the Trimmed Mean

- A **trimmed mean** is calculated by discarding a certain percentage of the lowest and the highest scores — then calculating the mean of the remaining scores.
- For example, a mean trimmed 25% is calculated by discarding the top and bottom 25% of the scores, then taking the mean of the remaining scores.
- A trimmed mean is less susceptible to the effects of extreme scores (outliers) than the arithmetic mean. The trimmed mean is designed to eliminate the impact of outliers.

Coulter (2012)

Those who cite trimmed mean figures, and do not disclose reasonable justification for doing so, may be engaging in unethical selectivity if they covertly exclude data from population analytics.

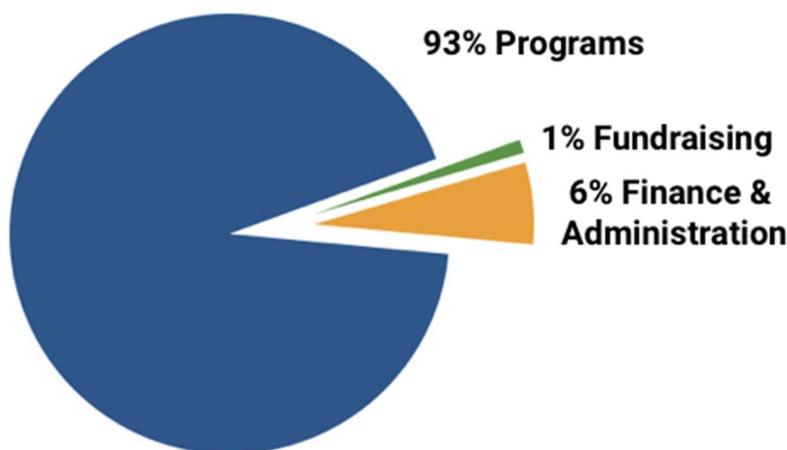
Showcasing

Finance professionals may emphasize certain facts over others that are relevant to the data they promote. These four examples are among the most popular techniques used by sales agents:

- Inserting arrows on visual summary diagrams;
- Selectively placing text boxes around certain discussions;
- Selectively bolding certain figures and/or enlarging their comparative font size;
- Agents changing their voice tone (*e.g.* raising) to emphasize/promote certain facts.

Exploding one or more pie slices on a pie chart is a classic example of data emphasis. What core message/s, if any, do you think that AVAC aims to communicate in this financial diagram below?

AVAC Expenses in 2017



AVAC (2019)

You may refer to the link in the references section to view this diagram in its full, original context.

Speculating

Finance professionals may use words, gestures and images to communicate speculative information. The use of gestures in official settings is rare. Using two thumbs up to signify “yes this sale will likely happen” is an example. This is not professional behavior due to its ambiguity.

The adjective ‘speculation’ refers to claims that some act may occur in the future. An event that is ‘*statistically likely*’ to happen has more than 50% chance of occurring. ‘Statistically unlikely’ is the inverse. It means that there is more than a 50% chance that the event will not transpire.

Single word synonyms for the adjective ‘speculate’ includes forecast, predict and hypothesize.

Users of financial information should always distinguish between statements of fact and speculation. This sentence is an example of a statement of fact:

*“The US Government manages an insurance program known by the proper noun ‘FDIC’.
This scheme offers various levels of protection for member banks and their depositors”.*

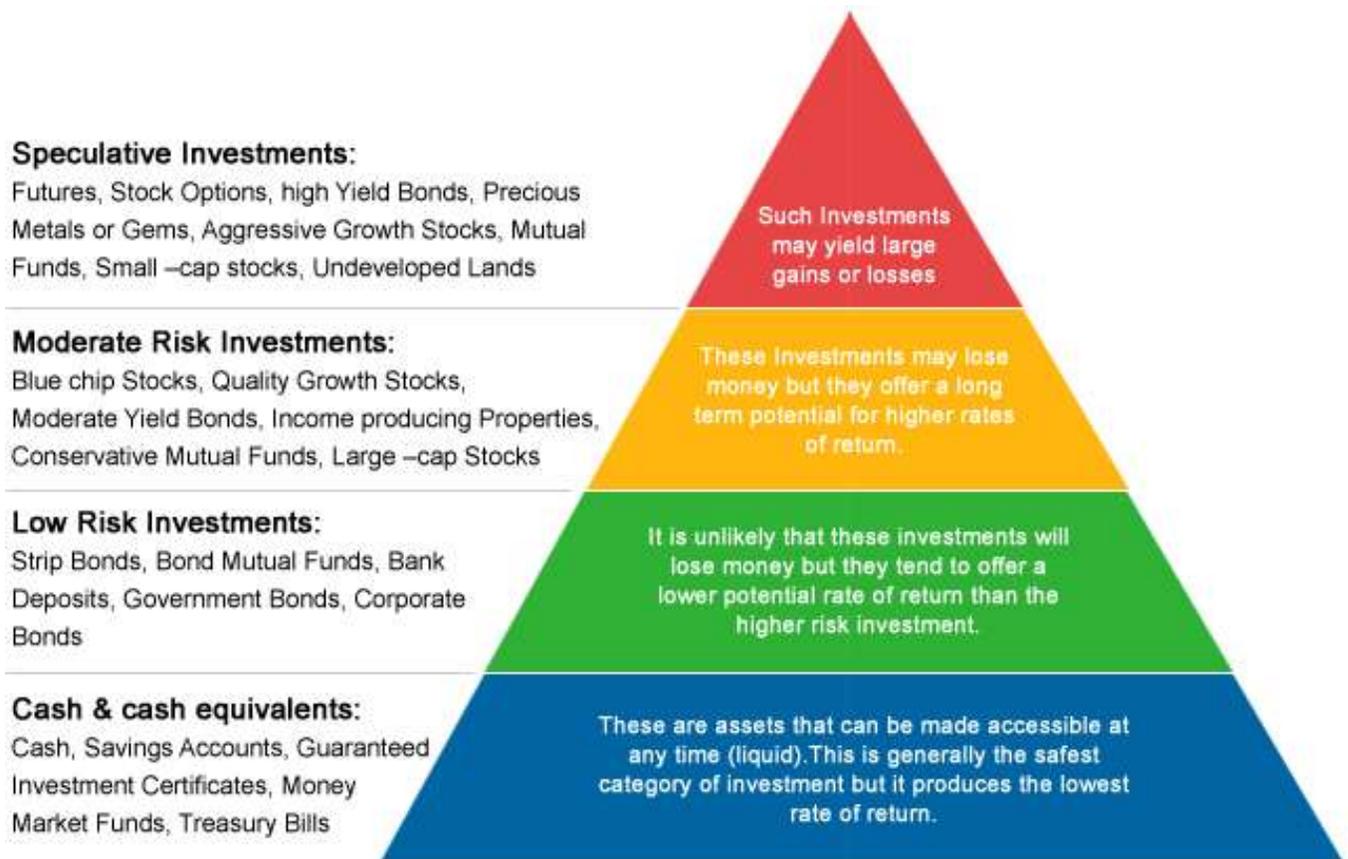
This statement is speculative. This illustration example offers no certainty.

“Your money should be safe for now with DB ... Deutsche probably won’t collapse until 2021”.

Investors should always confirm the accuracy of statements that are conveyed as factual.

Case study Speculating pyramid

Diagrams such as the one below is a standard way that investment advisors classify investment products. It is normal for advisors to show speculative investments at the top of the investment pyramid. There is no consistent logic that explains why speculative investments are placed at the top of a pyramid. It may be because these investments types offer the highest percentage return.



Quora (2018)

It is common for derivatives to be classified as a top-level speculative financial instrument.

The glossary section of this book defines several investment terminologies shown above.

Suggesting

Financial recommendations are the core role of sales agents and brokers who work in the Banking and Finance industry. Prior discussion in this section: selecting, sidelining, showcasing and speculating collectively underpin the ways that finance professionals may recommend products.

Astute financial investors should always be wary of the advice offered by financial advisors. Not all financial advisors are corrupt or unethical. This does not mean that you can drop your guard if you are working with an advisor who you fully trust as an honest and ethical professional. Honest and ethical workers in all fields can offer bad advice in good faith. Sometimes they are using corrupt data and they are not aware that this information has been compromised.

When engaging financial advisors, it may be useful to boldly ask/obtain information such as:

- Academic qualifications that your advisor holds – if any;
- The professional body that regulates their trade and the status of their registration;
- Conflicts of interest – is your broker an owner of the products that they promote?
- Criminal convictions – has the advisor been charged with financial crimes in the past?
- How many years of experience does s/he have in this sub-field of finance?

This list is basic. For example, you may inquire about a broker's forecasting record. Quantitative, objective feedback is superior to subjective adjectives such as "she's very good at her job".

Case study Financial advisor's profile

This web page is a random example of a corporate profile of a professional investment advisor.

JAI JAI RAMSEY GREENFIELD, HEAD OF PROGRAMS



With more than 23 years of experience in finance, marketing and consulting, Jai Jai Greenfield is deeply passionate about community transformation, both in the classroom and the boardroom. Most recently, she served as Executive Director at Kellogg Finance Network, where she laid the groundwork for a full-tuition scholarship program to attract high-achieving applicants in the study of finance. www.girlswhoinvest.org/our-team

Prior to Kellogg, Jai Jai founded and managed two retail wine businesses in Manhattan – the first of their kind in Harlem – and consulted for a wide range of wine companies. She previously worked within equity sales and trading as a Vice President at Morgan Stanley and an investment banking analyst at Smith Barney.

Jai Jai holds a B.S. in economics from the University of Pennsylvania's Wharton School of Business and an MBA in finance from Northwestern University's Kellogg School of Management. Until recently, she taught corporate finance and management and oversaw curriculum development as an auxiliary professor at Molloy College in New York. Outside the office, she enjoys volunteering with her church and rooting for her favorite sports teams: the Tennessee Titans, Penn Quakers and the Fort Lee Boys Soccer Team.

Most professional financial advisors publish personalized blurbs online. Investors may investigate whether their advisor is a full member of a registered professional body such as the Chartered Financial Analysts Institute, based in Virginia. Academic degrees in any field are not qualifications *per se*. They are prerequisite foundation programs for graduate professional registration courses.

End of section review: Production

Question		Yes or No or your own answer
1.	Did you understand most of the content in this section?	
2.	<p>Do you feel that the author is pushing a covert or overt personal agenda in this chapter that aims to forcibly guide the reader to think and/or act in a certain way?</p> <p>If you answer yes to the question above, you may wish to make a note in the space under this box, or in another space of agendas that you suspect. You may consider offering other comments such as concerns, insights and personal discoveries.</p>	
3.	Please make a note of any ideas or questions below that you plan to investigate in the future.	

Your free-willed thoughts and notes

.....

.....

.....

.....

Phonies

DEELWAAR GELN GELCOTI NILOVVO TE ZION.
DIT MANIFEST VOOR
**ARTIFICIAL
STUPIDITY**
VERTELT OVER ONZE RELATIE MET TECHNOLOGIE.
DEZE **HANDLEIDING
VOOR DIGITALE
HUMANISTEN**

ntgent (2018)

Conmen

Fraudsters exist in all industries. History shows us that no sector is exempt. Some licensed undertakers and religious ministers have scammed large sums of cash from vulnerable people.

Rogue operators are more likely to transact as sole traders or in small collectives such as partnerships, alongside likeminded criminals. In many jurisdictions the noun job title 'Financial Consultant' is not regulated. Any fraudster can lawfully place this title on their business card.

Established financial institutions rarely hire or retain professionals who are known criminals. As shown by the Barings Bank case, one rogue operator can ostensibly destroy an elite enterprise.

This does not mean that people can automatically trust the intentions and advice of large established financial institutions such as commercial trading banks. Such powerful enterprises may shape toxic finance regulations, for example, via generous political donations. It is not the intention to prove this fact on this page. This argument is the premise of this entire book.

Having worked in large financial institutions in several nations, I can confidently say that most brokers face heavy pressure to meet annual commission targets. It is common for some brokers to sell useless products to certain demographics to attain profit forecasts and retain their job.

Ponzi Schemes, Pyramid Schemes

Madoff Securities is one of the most famous Ponzi Schemes reported by media in recent decades.



AB (2019)

Covert Ponzi schemes, which are illegal, take advantage of a basic fact of finance. Most people leave most or all investments parked in the same place for years. Fund managers who run a Ponzi Scheme steal a portion of the assets that they hold in custody on behalf of their clients. Clients who cash in their investments are funded by liquid assets (*e.g.* cash) deposited by new investors.

Trading banks that accept deposits and loan these deposits run Ponzi Schemes that are doomed to eventually collapse. Governments provide banks with a license that authorizes them to run a lawful Ponzi Scheme. In Germany, banks are required to hold just 4% in liquid assets (*e.g.* cash) to fund total deposits held on behalf of their clients. Governments lend banks money if there are a 'run on banks', *i.e.* a situation where masses of depositors demand their cash at the same time.

Case study Too good to be true rule

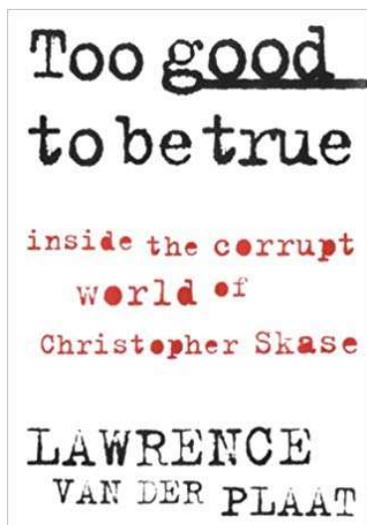
One of the golden rules of investment is this clique:

If it sounds too good to be true, then it probably [or definitely] is.

In 1989, Australian businessman Christopher Skase's debt funded property development and luxury resorts business empire collapsed due to fast rising interest rates. Skase fled Australia. Investors lost hundreds of millions of Australian Dollars in 1989 prices (*circa* 1+ billion in 2019).

A luxury resort in North Queensland was the emerald in Skase's Empire. This resort was named **MIRAGE**. The theme song used to promote MIRAGE in TV adverts was **TOO GOOD TO BE TRUE**.

Many fraudsters advertise their scams in plain sight with phrases such as 'unreal returns'.



Mirage Resort Gold Coast - Australian TV Commercial (1989) - YouTube

<https://www.youtube.com/watch?v=K46rhhGocgA>



Feb 12, 2013 - Uploaded by deltic
Recorded: c1988/89 - Unknown Channel,
Brisbane Australia Original Recorder:
Sony SL-HF950ES Betamax ...

If something sounds too good to be true, this is a massive red flag. It probably is a scam. 

Charismatics

Mainstream media ridicule certain candidates who run for office as “lacking charisma” and therefore unworthy. This is ridiculous. I don’t get it. I tell a lie. I get this perverseness perfectly.

Charisma is subjective and means different things to different people. Sammy thinks you whine, and Tammy thinks you shine. Charismatic personalities seem to convey an inner spark; a magnetic charm that endears people. Charisma *per se*, is not automatically good, bad or neutral.

Charismatic politicians and smiley sales agents may be able to use their charm to convince people to make choices that go against their deepest instincts. Decisions that lower their quality of life.

Charismatic brokers may use several techniques to take advantage of their clients. Flattering a client is a popular tool. For example, they may lead a conversation by saying “I will only offer you the best advice today Roseanne, because I know that you are an intelligent, astute investor”.

I am wary of advisors and others who never accept “no” for an answer. In most contexts, it is acceptable to politely clarify once that the first offer of “no” is what the respondent intended to say. Here’s a *suggestive* tip, should you encounter a broker who refuses to take “no” as your answer. Pick up your bag and silently exit in a drama-free fashion. This may be sound advice. This author proudly has no charisma. That’s for *you to decide*. You wise, awesome Adonis legend.

Case study Cults

According to mainstream media folk lore, self-appointed spiritual leader Bhagwan Shree Rajneesh owned 93 Rolls Royce vehicles during the 1980s (Leonard, 2018).

Most mainstream media commentators who report about this ‘spiritual’ leader finger him as a classic example of a charlatan charismatic cult leader who used his personality to extract large sums of money from his followers. Ninety-three Rolls Royce vehicles seems to be a lot of luxury cars to own by a man who claims to preach anti materialistic values to impoverished followers.



Ashdown (2016)

I am naturally suspicious of mainstream media stories that attack people who aim to carve out a niche lifestyle that diverges from the mainstream. Colossal multibillion dollars media empires such as Fox and Time Warner have their own agenda. The replication of the *status quo* crony capitalist system suits their agenda. They profit handsomely from it. An open mind is helpful.

Confusion

Many professionals confuse their clients by using professional jargon that is difficult for outsiders to comprehend. A successful practitioner is one who communicates clearly with stakeholders.

There are numerous reasons why finance brokers may deliberately use industry specific jargon in a manner that perplexes their customers. Some people feel important using complex words.

A more sinister explanation is the phenomenon known as “bamboozling”. Many naïve investors assume that a financial option must be savvy if they cannot understand their broker’s gibberish.

“You can leverage the equity on your home and divert this liquidity into derivatives, options and futures in a mutual fund”. Many hard-working mom and dad investors have lost their life savings acting on such advice. Purchase of these junk paper assets are complex, high-risk options.

This document’s glossary defines 11 terms which bamboozle novice investors. It divides investment products into two categories. The first category lists those backed by tangible assets such as land and gold that the investor owns individually. The second category are investment assets owned by collectives such as mutual funds. These assets are sometimes called ‘paper assets’. If the collective fund sinks, you own nothing more than useless (toilet) paper certificates.

Case study Jargon classics

According to US News (2017), these terminologies are among the most misunderstood investment terminologies among novice investors.

"Diversification." When your advisor talks about "diversification," he or she is describing investing in a healthy range of asset classes, a strategy that reduces risk if one investment loses value. The common misinterpretation is this: "People often confuse 'diversification' with having multiple advisors or brokerage/bank locations," says Melissa Sotudeh, a wealth advisor at Halpern Financial in Rockville, Maryland. Relying on an unnecessary range of financial services can result in a needlessly complex and costly financial life, with a disjointed range of portfolio strategies, she says.

"Equities" and "fixed income." Strip away the jargon, and your advisor is likely talking about stocks and bonds. "I hate it when advisors say equities and fixed income instead of stocks and bonds to clients," says Kristi Sullivan, a certified financial planner in Denver. Advisors may use these terms to seem a little smarter, but it's "really annoying," Sullivan says.

"The market." Any investor – or noninvestor, for that matter – has probably heard a financial expert refer to "the market" countless times. But make sure to drill deeper when you hear this term, says Theodore R. Haley, president of Advanced Wealth Management in Portland, Oregon. "Most everyone refers to the market as a singular thing," he says. "But I always ask them to take a step back and clarify: Are we talking about the stock market or bond market? U.S. or international? Dow or S&P 500? This leads to a deeper conversation, and the reminder that our accounts are not invested to meet or beat 'the market,' they are invested to help us achieve our life goals."

Source: <https://money.usnews.com/money/personal-finance/saving-budget/articles/2017-02-16/say-what-decoding-ubiquitous-financial-jargon>

The glossary section of this book defines other frequently used investment terminologies.

Crap

One person's trash is another person's treasure. This famed idiom applies to the world of Finance and Banking. It is impossible to label any financial investment asset (or instrument) as being 'good' or 'bad'. It depends on the context and the expectations of those who own the asset.

'Junk bonds' and 'penny stocks' are examples of assets that blatantly inform the market that these investment instruments are high risk and statistically unlikely to offer a competitive financial return to investors. So why do people willingly buy junk bonds and penny stocks?

Reasons vary by context. As their name implies, penny stocks cost one cent or a few cents per unit, because the managers of the business venture think that it is highly unlikely that the venture will succeed. Speculative deep oil drilling ventures in regions that probably don't hold any oil are a classic example. Oil may exist in the region, but it is not cost effective to extract it due to geological barriers. Some investors are willing to buy these shares as they just might strike it rich. Massive accessible oil reserves may be discovered under a seabed that was thought to be barren.

Some financial products that are marketed as superior may be junk products. This may be so if the likely returns offered by the product are miniscule compared to the risks offered. Many paper-based assets such as derivatives fall into this category. The onus is on buyers to conduct due diligence and not rely on slick sales brokers – some whom are honest, some whom are not.

Gold certificates as lawful scams

Many naïve investors do not realize that their purchases of gold will deliver them nothing more than a piece of paper that claims that they own a block of gold in an offshore vault. They do not realize this until they hand over their cash. The scam claim that their gold will be delivered as a certificate of ownership may be buried in fine print or at the end of the sales contract. There are various formats to this scam. In some cases, the gold never exists. You can trade your gold certificate for a profit, loss or breakeven. Why do you think that many assets and wealth holdings are called “Paper Assets”? The truth often hides in plain sight. You own a piece of toilet paper.

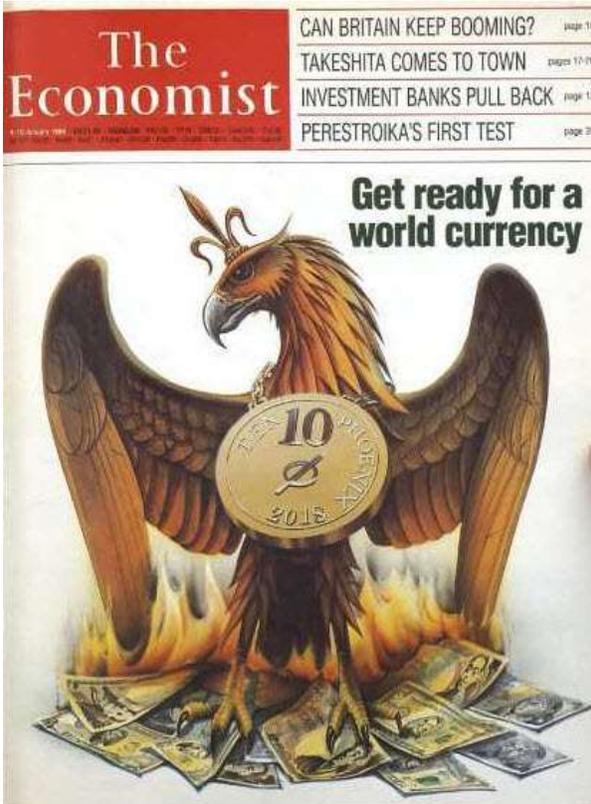


Licensed scam brokers avoid prosecution as they have various tricks that they can use to make themselves appear as honest agents. If you demand that your gold is delivered to your door, your broker may oblige by saying “We can only send that to you by armored courier services – to send your block of gold from Canberra to London will cost you USD\$10,000 in security guard fees”. In many cases, a block of gold exists that relates to your certificate. However, 100+ people may hold a certificate that claims they also own the same block of gold. Fiat fractional banking runs the world. Many gold brokers have no shame trading gold that they secretly know does not exist.

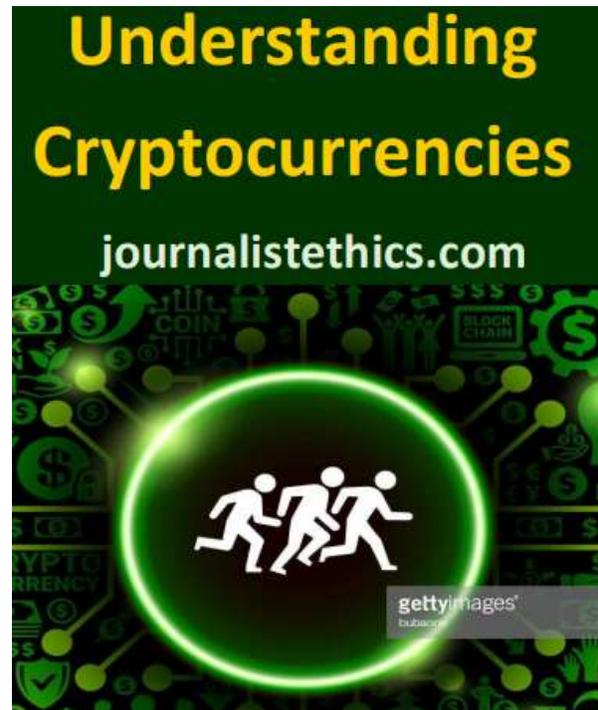
The Economist 1988 and Bitcoin

Many independent journalists claim that Bitcoin's birth was publicized by *The Economist*, in 1988 (Durden, 2017). They point to January 1988 edition cover that showcases a gold coin dated 2018.

The Economist, 9-15 January 1988 edition



Durden in Zero Hedge (2017)

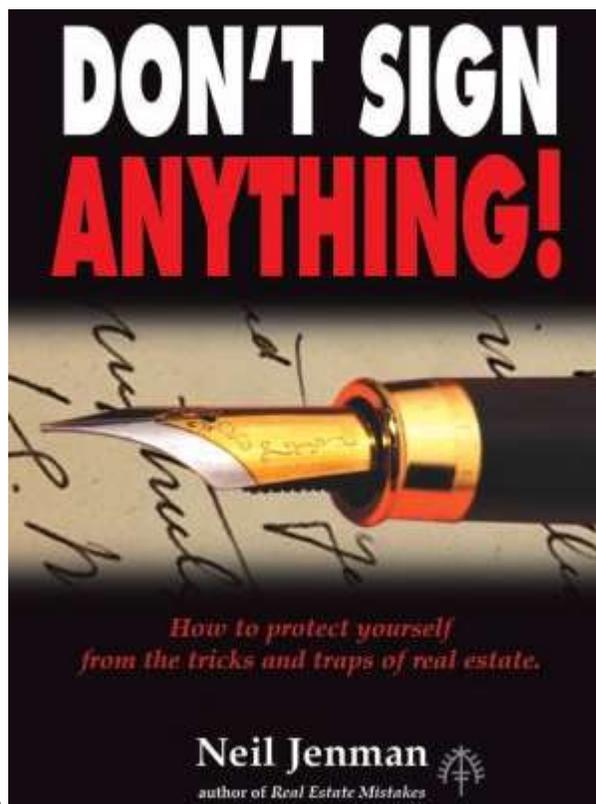


Free book on this home page (2019)

I suggest that you conduct your own research to confirm if this magazine cover is authentic or is a computer-generated imagery internet myth. The archives of most research libraries store backdated microfiche editions of *The Economist*. Apparently, the civilian and military intelligence apparatuses of major nation-states cannot trace the owners of this secretive cryptocurrency.

Case study Real estate core message

In recent decades, real estate salesman Neil Jenman has established his brand as an insider-outsider who claims to share industry knowledge to advantage those who are vulnerable to the covert and unethical practices of real estate agents. Between *circa* 2000 to 2003, Neil offered free seminars and literature on this topic. Nowadays, Neil's books are available for purchase.



© Jenman

An interesting double



cross logo.

Given the large number of tricks of the trade in real estate, Neil focused on presenting a core message to naïve property investors – DON'T SIGN ANYTHING! Neil suggested that people never sign a real estate contract until they have consulted widely. The manipulation of property buyers and sellers is often established at the first meeting with a broker. The buyer/seller agrees to sign a contract without reading its content in full, comparing alternatives and consulting an attorney.

Panels



Cronies

Who is an 'expert'? Dictionary definitions of this adjective-noun are abstractly sterile. In practice, an expert is a person who another party, such as a government, quotes to support their position.

The term 'expert' is dubious. Some people argue that an experienced Consultant General Surgeon who holds a Doctor of Medicine coursework Degree and is a member of the College of Surgeons, is qualified to pass an expert opinion about brain surgery. Others may reject this claim, if this Surgeon is not a sub-specialist Brain Surgeon. Others may argue that a medical surgeon must hold a PhD Degree in a specific sub-specialty to claim expertise in that narrow field.

You may earn a PhD in German Banking Law without ever visiting Germany or speaking German. Many university Law Professors have never been admitted to practice law in any jurisdiction.

The core message above is that no one or everyone can be an expert. When dealing with financial sales brokers, I suggest that you be wary of people who label themselves or others 'experts'. Those who label others 'experts' may be using people's profiles to promote a deceitful agenda.

Governments are adept at hand-selecting panels of sycophants who they conveniently label experts. These so-called experts know in advance why they are being selected and what policies they are being paid to promote publicly. They are paid handsomely to prostitute their credentials.

Case study Knee-jerk citations

Australia's big four crime banks: the Commonwealth Bank of Australia, ANZ, Westpac and National exert massive leverage of Australia's politicians. It is difficult to overstate their influence. The so-called 'Gonski Reports' published in 2011 and 2018 epitomizes two facts of Australian politics: the mass influence that Australia's banks exert over this nation's political economy and how Australians often quote the 'wisdom' of political cronies who they know nothing about.



Another banker philanthropist.

Honorary Doctorate, 'Dr' Gonski

In Australia, it is common to hear students, parents, educators and others criticize Australia's Government for not instigating all recommendations of The Gonski Reports – named after its chairman, David Gonski. Why did the Gillard Australian Government select banker-lawyer David Gonski to chair a national inquiry into education funding? Gonski, a career banking executive, does not hold an *earned* graduate degree. He has never been employed as a career educator.

The résumé of Gonski, a 'philanthropist', boasts directorships at some of the most toxic media empires and banking crime cartels in Australia. One only needs to read the transcripts of Australia's 'Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry' (2017-2019) to comprehend the mafia mobster *modus operandi* of this sector.

Predetermining



“A placard outside the **royal commission** [my emphasis] set up in February to investigate misconduct in Australia’s banking sector. Photograph: William West/AFP/Getty Images”

Quoted and copied *verbatim* from the *Irish Times* (2018)

If it’s called a **Royal Commission**, does that mean that

‘English’ Queen Elizabeth Saxe Coburg Gotha II exercises overall control?

Causation

Much financial analysis, that measures a specific quantitative outcome, produces a set of numbers that are determined prior to the data collection and data measurement processes. In virtually all cases, such acts are unethical in the personal and professional senses. In many cases, such acts may be illegal. Deliberate publication of fake numbers in public prospectuses is a crime.

All financial calculations are classifiable as variable analysis. Two or more variables produce an outcome. Please consider this simplistic example. Melania's annual revenue for modeling fees were USD\$5 million during 2015. She spent USD\$1 million in private jet fees to attend these events. There were no other expenses. Her taxable income for 2015 was USD4 million. Melania's taxable income is dependent on two variables: total fee earnings and private jet expenses.

The following is a list of the most commonly cited reports that investors consult to evaluate an organizations' past, present and future financial performances. Historical (actual) and forecast versions of these documents exist for most entities. These are: prospectuses, balance sheets, income statements (profit reports) and cash flow statements. Earnings of large corporation such as Facebook are subject to hundreds or thousands of variables. Examples include sales, staff turnover, personnel pay rises, criminal fines/penalties and changes in federal income tax laws.

Certain entities, large and small, can and do manipulate variables to produce dubious numbers. They aim to balance the competing desires of stakeholders such as future investors and owners.

Case study Income smoothing

Some accountants talk about ‘smoothing numbers’. Income smoothing is rarely taught in classrooms which focus on theoretical principles. You learn this *trick* on the job. A search of popular search engine yields numerous results that discuss this unethical, unprofessional act.

The Accounting Historians Journal
Vol. 19, No. 2
December 1992

Dale Buckmaster
UNIVERSITY OF DELAWARE

INCOME SMOOTHING IN ACCOUNTING AND BUSINESS LITERATURE PRIOR TO 1954

Abstract: The origin of income smoothing in literature has been attributed to different authors in recent years. However, the attributions have been made based on research using a simple analysis of the term “income smoothing”. This study considers the modern concept of income smoothing rather than simply the term itself. Using this approach, income smoothing is either explicitly or implicitly recognized and discussed in literature long before the aforementioned authors. A lack of awareness has been the primary reason for modern income smoothing research overlooking the earlier literature on the subject. This awareness can be ascribed to weak citation analysis. Therefore, researchers should be more cautious in how they use citation analysis.

It’s an old trick.

https://egrove.olemiss.edu/cgi/viewcontent.cgi?article=1396&context=aah_journal

Accountants can manipulate variables such as transfer pricing contracts and capital expenditures (transferring expenses into the balance sheet) to produce a desired set of numbers. The goal of income smoothing is to make profits appear stable over the short to medium term. Many investors are wary of listed companies that record volatile profits. In practice, accountants may try to create the perfect profit number that satisfies investors (and maximizes share prices) and minimizes tax liabilities. These are inverse, competing objectives that are difficult to balance.

End of section review: Phonies, Panels and Predetermining

Question		Yes or No or your own answer
1.	Did you understand most of the content in this section?	
2.	<p>Do you feel that the author is pushing a covert or overt personal agenda in this chapter that aims to forcibly guide the reader to think and/or act in a certain way?</p> <p>If you answer yes to the question above, you may wish to make a note in the space under this box, or in another space of agendas that you suspect. You may consider offering other comments such as concerns, insights and personal discoveries.</p>	
3.	Please make a note of any ideas or questions below that you plan to investigate in the future.	

Your free-willed thoughts and notes

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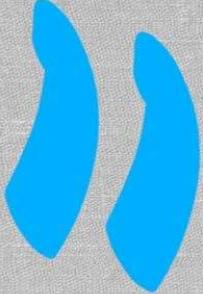
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Propaganda

iuemag.com

*“Money is like manure.
You have to
spread it around or
it smells.”*

~ J. Paul Getty



POWER QUOTES

Psychological warfare

What's the difference between propaganda and communiqués issued by public relations staff? I don't know. Seriously. Public relations officers almost never directly admit fault or culpability.

Marketing communications plays many serious roles in the betterment of society at-large. Messages about genuine medical breakthroughs, that save lives, deserve to be spread far and wide. Marketing communications professionals are adept at aiding such worthwhile projects.

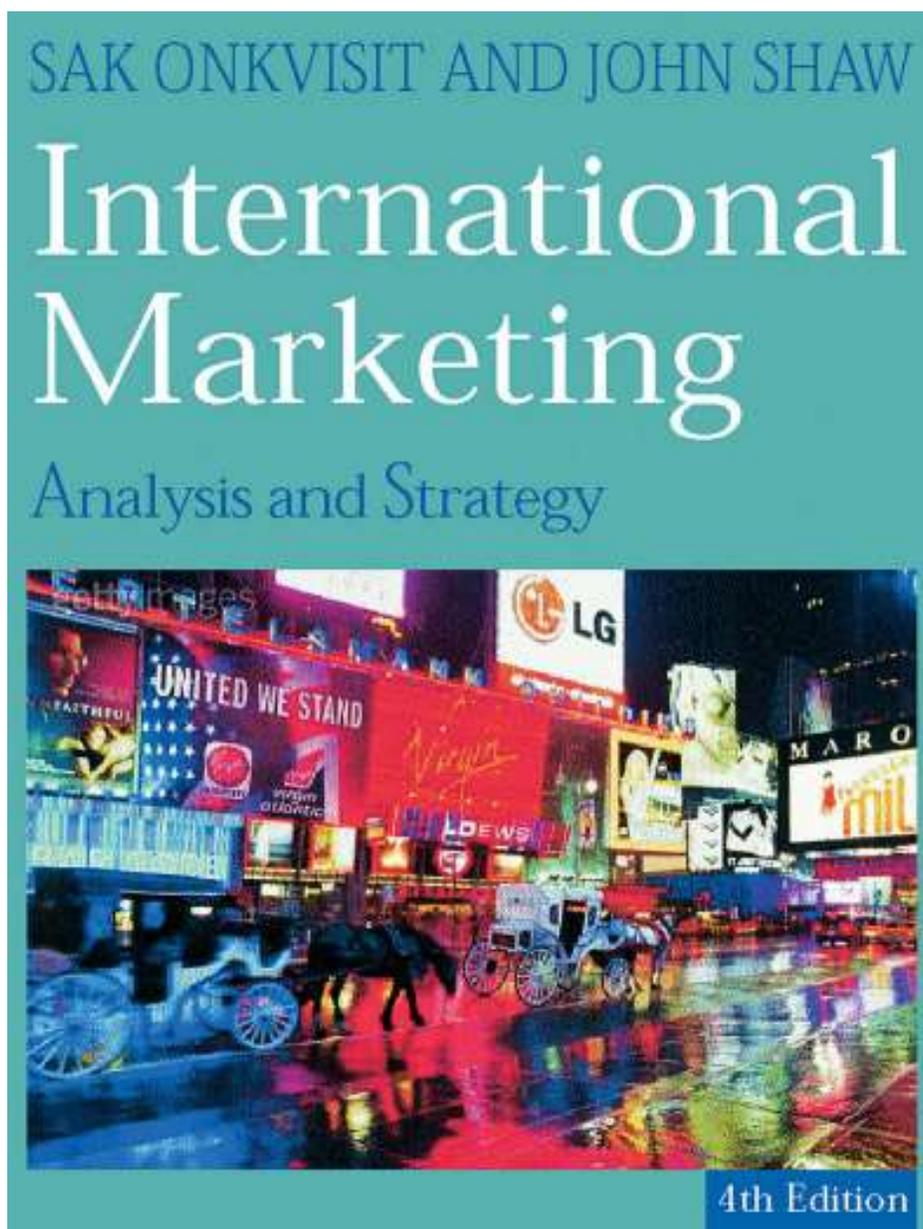
This chapter is structured around key P marketing concepts. These are, in order of discussion: price, product, packaging, promotion, positioning and placement.

In practice, most marketing campaigns aim to advantage the owners of the goods and services that they promote. In a similar vein to finance tricks discussed in prior chapters, marketing staff invariably highlight or exaggerate the positives and ignore or downplay product weaknesses.

This chapter shares the author's knowledge of marketing theory and applied professional practice, gained from graduate study, graduate teaching and professional practice. This 'insider' information is merely common knowledge among marketers and other professionals. Open-access, quality scholarly resources likewise share this information to those who act to obtain it.

Free books: marketing theory

Free books on applied marketing theory are easy to find on Google Scholar. This is an example.



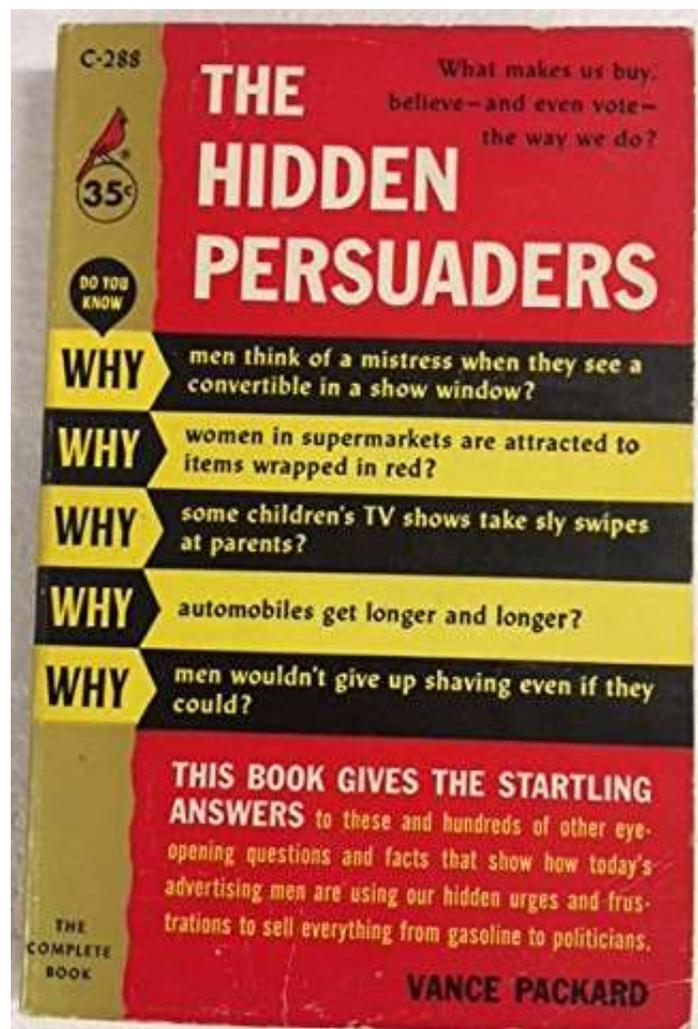
619 pages © Routledge

<http://www.academia.edu/download/56146614/international-marketing-strategy-and-theory-4th-edition.pdf>

Case study Subliminal messages

Subliminal advertising uses tricks to tap into the subconscious of your mind. Examples include:

- Embedding hidden emotional words inside photographic images and moving images;
- Inserting images into a setting that may arouse purchasers; an example may include photos of famous, smiley, wealthy celebrities hanging on the walls in brokers' offices;
- Releasing aromas and chemicals into an atmosphere that are likely to arouse people's desire to engage in risky consumption behavior, such as buying premier real estate;
- Creating associations that have no direct relevance in most cases; an example may be playing popular 'cool' rock music in the background of an advert that sells investments.



Packard (1961)

Marketing P's

Modern Marketing Theory textbooks teach about the famous 7 p's of marketing. The diagram below is a simple representation of this model.



Talisman (2017)

The best way to counter the unethical deployment of professional knowledge, is to understand the theory and applications of core principles. Information about physical evidence is covered in previous discussions in this book. I encourage investors to root out a range of independent information about financial goods and services prior to making informed decisions.

The reputation of a brand says much about the goods and services which fall under its umbrella. Such physical evidence may impart deep information about the processes that underpin the development and promotion of a brand's goods and services.

Price

Most people who visit a financial planner to purchase investment assets have a budget in mind. For example, they may know that they plan to invest *circa* USD\$90,000 to \$100,000. This is what they can afford. They also have a broad idea about how they plan to invest their money. Examples include the desire to purchase only physical assets such as land and gold that they own outright.

Virtually all investment advisors have their own agenda. They are more likely to promote products that earn them the highest commission. Some independent investment advisors who sell the most shares in a certain bank are more likely to be recruited by that bank in the future.

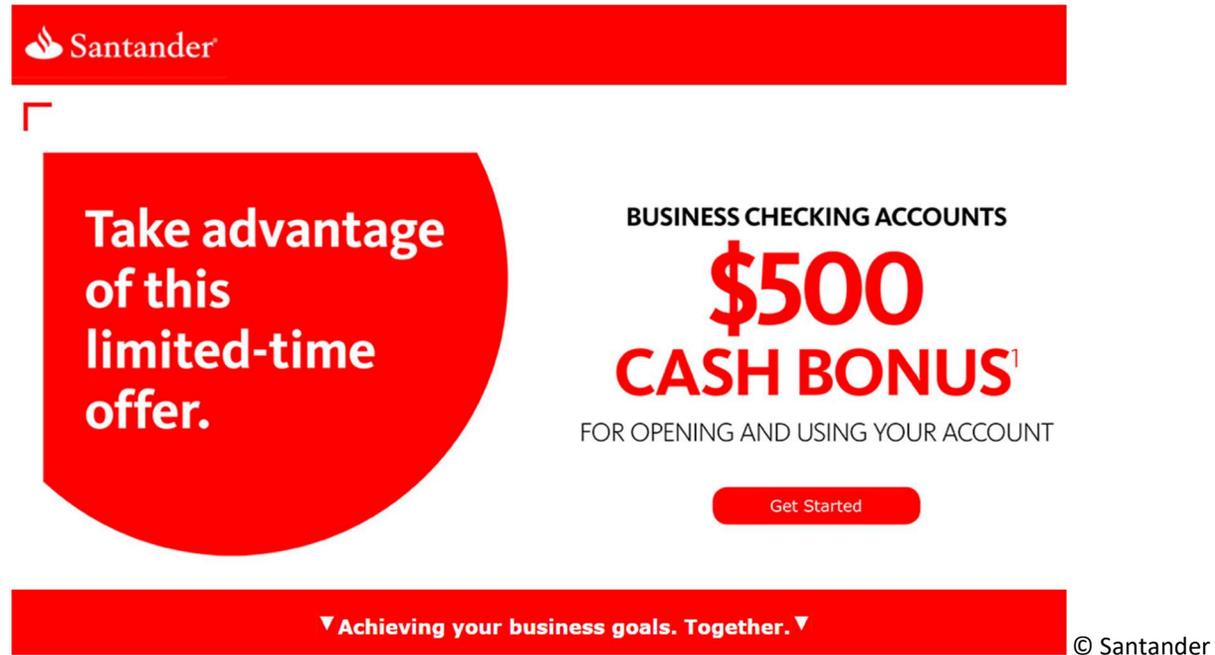
Brokers may use price to bait you to purchase products that don't suit your needs. Examples:

- Offering special 'buy today' discounts on products that they investor does not want;
- Claiming that today's prices for certain stocks are far below market value;
- Offering bulk buy unit price discounts for products that the investor aims to purchase.

These transparent tricks are no different to the stunts seen in virtually all domains that sell goods and services. The last trick listed above is a way that brokers can extract more money from an investor, from a product that the investor genuinely wanted to buy. Such ploys can still be unhelpful to investors. If you know that you can only afford to invest \$100,000, then you are possibly setting yourself of for bankruptcy of you spend \$200,000 for a bargain price purchase.

Case study Free money

Some people speculate that banks who offer free money are 'desperate'. I will leave this interpretation to your imagination. What do you think about these cases from recent years?



Santander

Take advantage of this limited-time offer.

BUSINESS CHECKING ACCOUNTS

\$500 CASH BONUS¹

FOR OPENING AND USING YOUR ACCOUNT

Get Started

▼ Achieving your business goals. Together. ▼

© Santander



tcf bank

BANK YOUR WAY,
WITH ALL THE EXTRAS

Plus, earn

\$300¹

New checking customers, earn \$300 when you open and use a TCF® Premier CheckingSM account. Account fees may apply.

© TCF

Product

The product dimension of marketing looks at the design components of goods and services. There are potentially thousands of issues to consider, given the mass diversity of all product markets at-large and the finance sector specifically. Please consider these basic issues below:

- **Product names**: Some high-risk, low return paper assets backed by nothing use exotic names such as ‘derivatives’, ‘futures’ and ‘options’ to impress novice investors.
- **Bundles**: Some investment products combine multiple assets, which forces people to buy assets that they do not want or need. Example: massive parcels of new land may only sell house and land packages – you cannot buy a vacant block of land.
- **Emotions**: Some product designs incorporate images that aim to tap into people’s deep emotions. Examples include commemorative silver and gold coins that feature historical figures such as Presidents. A \$1000-dollar gold coin may contain \$700 worth of gold. The \$300 premium paid is the emotional content – the graphic design.
- **Fads**: Marketing a good’s image as a rare treasure that is the hottest trend; FOMO (fear of missing out) is the product’s image – you may miss being part of the ‘in crowd’.

The best way to avoid being deceived by product marketing is to maintain a rational mind and objectively analyze all components of the product. Substance over emotions is a rule-of-thumb.

Packaging

Most mainstream marketing courses incorporate goods and services packaging issues into product design theory. Packaging issues are worthy of special consideration. This is one of the most devious and persistent ways that unethical sales agents push their products.

This miniature list contains a select handful of examples of the many packaging tricks.

- Product disclosures such as warnings and disclaimer clauses may be buried at the back of a product or at the end of a brochure in small font;
- Investment packages include numerous thick brochures, documents and booklets. Key information that empowers the broker and asset manager, such as exemption clauses and product risk disclosures, is scattered and buried throughout these documents;
- Product packaging and stationery use color combinations that are associated with success and wealth; Examples may include gold, silver and white combinations;
- Using elite quality paper on documents to convey an image of wealth and success.

I reiterate the point above that packaging is an important component for astute investors to scrutinize objectively. Many brokers believe that financial products comprise a package beyond the actual good/service. Examples include selling prestige, status and peace-of-mind.

Case study Glossy brochures

Marketing material for banking and investment products often feature gorgeous glossy brochures. The pictures and fonts are rich. They feel oh so nice in the palms of your hands.

Just because a brochure looks professional, doesn't mean that it is selling a truthful message or a product that you need. Yes, Barclays, you law abiding citizen, you. Sleek association branding.



https://www.barclays.co.uk/content/dam/documents/personal/security/LittleBookofBigScams_v3080116.pdf

Promotions

Promotional tricks of the trade extend beyond packaging. A simplistic definition of promotions equates this term with 'advertising'. Advertising communications may occur in numerous forums and formats such as: television, radio, newspapers, direct mail, events and trade exhibitions.

This list contains a few tricks that advertisers may manipulate to win investors' confidence.

- Paying celebrities, who have no finance credentials, to endorse investment products;
- Using manipulative psychology to label current and future investors with flattering adjectives such as 'smarties', 'winners' and 'innovators';
- Offering tacky lottery possibility prizes such as 'holidays in Las Vegas' for purchasers;
- Using fear to sell products; for example, doomsday claims that the world economy is about to crash and only silver and gold commemorative coins will be tradeable;
- Using subliminal messages, images and symbols to hypnotize audiences.

The Las Vegas example above is a good illustration of how subjectivity and personal taste are relevant issues in the realm of advertising. What this author considers tacky and a red flag may not ring true for other free-willed, independent thinkers. If you are fair and think critically about the motives and *modus operandi* of advertisers, you are well placed to make sound decisions.

Case study Celebrity endorsements

Capital One Bank has used celebrities to promote its products more than most major American Banks during the past decade. To what extent, if any, would an actor's advice influence your financial choices, if you knew that the actor had no experience or credentials in finance?

Alec Baldwin became the spokesman for Capital One Bank.



Then he joined Occupy Wall Street.

Baldwin admits that accepting the high-profile endorsement at the time of the market collapse and bank bailouts “might not have been the smartest move.” Capital One received \$3.5 billion in bailouts. When Baldwin showed up at the New York Occupy Wall Street gathering in 2011, he was called a shill.

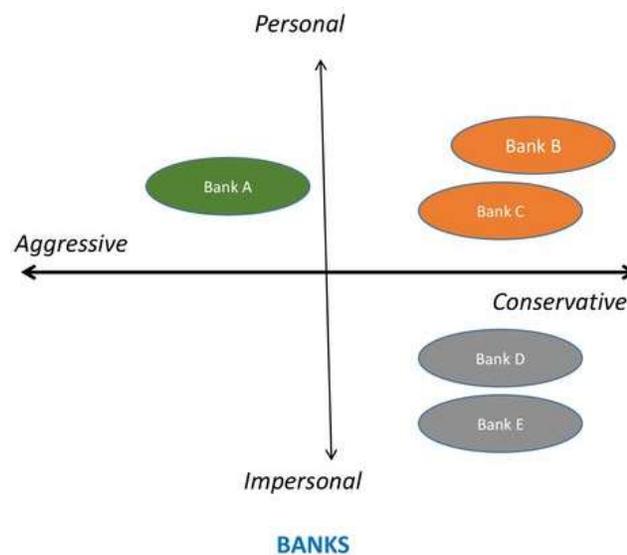
CRACKED.COM

<https://youtu.be/igEIQD1jLoU>

Positioning

Product positioning may refer to the target segment. The intended audience may be one dimensional. An example are house and land packages by the beach targeted towards retirees. Target audiences may be multi-dimensional. An example is Blue Chip stock portfolio packages targeted towards young professionals who live in large urban areas, such as major capital cities.

This diagram is an example of a two-dimensional product positioning schema that shows how products and services can be promoted based on firm image. This example looks at bank image.



Agusalim (2018)

Market segmentation and product positioning is not automatically a good or bad thing. It is useful for people to know that the advice offered to you by a broker may be *secretly* customized because of factors such as your age and education level. Products that are targeted towards 'mom and dad' investors are possibly referring to a demographic of working-class people who are financially illiterate. This is a vulnerable demographic that are often scammed by slick brokers.

Case study Segmentation

Which segment or segments do these magazine covers target? Do you think that this author is reading too much into these covers? Perhaps these are just generic images of everyday people.

BUSINESS BANKING

CONNECTED

ALWAYS ON CALL? YOU NEED YOUR BUSINESS CURRENT ACCOUNT TO BE THE SAME

We know how hard Britain's small businesses work. It's a lot more than 9 to 5. And that's why our new Business Current Account is designed to be straightforward and easy to use. It comes with features like a mobile banking app and free text alerts, as well as support from our business management team. So Britain's small businesses can keep doing what they do best.

lloydsbank.com/businesscurrentaccount

LLOYDS BANK

The advertisement features a man in a dark polo shirt and khaki trousers with a tool belt, standing with his arms crossed. A tool bag sits on the ground next to him. The background is a solid green color.

BUSINESS BANKING

FLOURISH

WITH OUR NEW BUSINESS CURRENT ACCOUNT

We know how hard Britain's small businesses work. It's a lot more than 9 to 5. And that's why our new Business Current Account is designed to be straightforward and easy to use. It comes with features like free electronic payments and 24/7 online banking, as well as support from our business management team. So Britain's small businesses can keep doing what they do best.

lloydsbank.com/businesscurrentaccount

LLOYDS BANK

The advertisement features a woman in a blue apron over a striped shirt, holding a bouquet of flowers. Several other flower arrangements in buckets are on the ground around her. The background is a solid green color.

Is there a subliminal target demographic message in this advertisement?

IN BUSINESS YOU HAVE TO BE SINGLE MINDED.

THE SINGLE MINDED BUSINESS BANK

The advertisement shows a small, two-story brick building with a sign that reads 'CLEAN CUTS'. A person is walking past the building. The background is a plain, light-colored wall.

Placement

Product managers are strategic about where they promote and sell their products. A shrewd product manager will not sell their goods and services in any outlet that accepts them. For example, elite brands such as Rolex don't sell to grocery stores as it undermines their prestige.

Savvy investors should evaluate whether product placement is a factor that aims to manipulate their situation. For example, some investment products are advertised in funeral parlors. These brochures may aim to reach single widows who feel overwhelmed about no longer having a partner to manage their financial affairs. Widows are an example of a vulnerable demographic.

The Association of American Retired Persons (AARP) magazine is a publication that overwhelmingly discusses issues that concern current or imminent retirees. Its target market are older persons. Advertisements that appear in this magazine are usually targeting older persons.

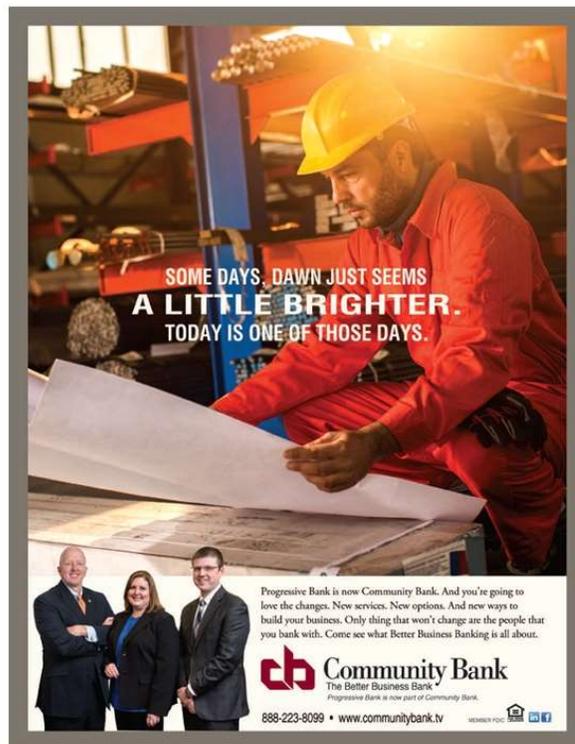
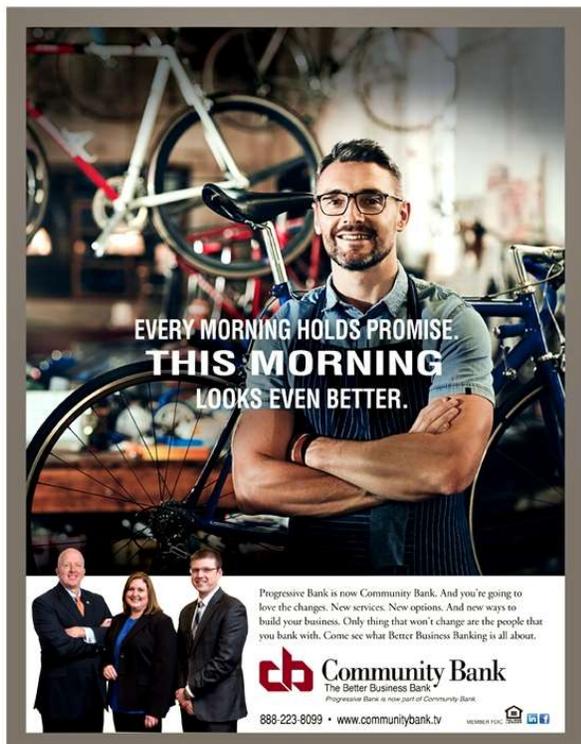
School banking schemes are an example of a service placement that target child demographics in educational settings. Snaring a child customer can cultivate a lifelong banking relationship.

Finance placement strategies are not automatically good, bad or neutral. It depends on context. Buyer beware. Please always think critically and consider how others strategize their acts.

Case study Domains

Why does a community bank have a .tv domain? What is a .tv domain? What information can you find about this bank from your own searches? Is this a community bank, in your opinion?

<https://www.communitybank.tv/history-mission.htm>



Campus sponsorship

SAU Tech (2019)

End of section review: Propaganda and P's of Marketing

Question		Yes or No or your own answer
1.	Did you understand most of the content in this section?	
2.	<p>Do you feel that the author is pushing a covert or overt personal agenda in this chapter that aims to forcibly guide the reader to think and/or act in a certain way?</p> <p>If you answer yes to the question above, you may wish to make a note in the space under this box, or in another space of agendas that you suspect. You may consider offering other comments such as concerns, insights and personal discoveries.</p>	
3.	Please make a note of any ideas or questions below that you plan to investigate in the future.	

Your free-willed thoughts and notes

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.....

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.....

Politics



BBC (2019)

Corruption

The global political economy is endemically corrupt. It has been this way before the Bretton Woods global financial order was established in the 1940s. Mainstream media and orthodox academic textbooks rarely discuss this fact. They are part and parcel of the elitist, nepotist, crony capitalist economy that dominates global affairs. This statement does not criticize capitalism and free market forces. I explicitly and strongly attack *crony* capitalism. There is a major difference.

Crony capitalism is a fake capitalist model. Ultimately it serves the 0.001% such as banking crime families, inbred royal crime families, trillionaire family dynasties and a global trillionaire church. Easy credit debt traps and fiat currency are the cornerstone of the Western global economic order. Fractional reserve banking authorizes banks to lend out the bulk of deposits that they hold on behalf of depositors. This government sanctioned Ponzi scam is legal for banks because the government says so. If small financiers replicated this model they would be prosecuted for fraud.

Perpetually rising personal and household debt has been socially engineered by bankers and other elites who own congress and parliaments. Bribes, blackmail, extortion and the like are their *modus operandi*. If this description sounds extreme, you may wish to reflect on the Deutsche Bank debacle. One of the most famous, largest, connected banks is on the brink of rapid collapse.

Perhaps it will not collapse. The German or European Parliaments may bail out this criminal bank and pass the bill to its favorite debt slaves. Tax paying individuals like you and me. History repeats.

Panama Papers

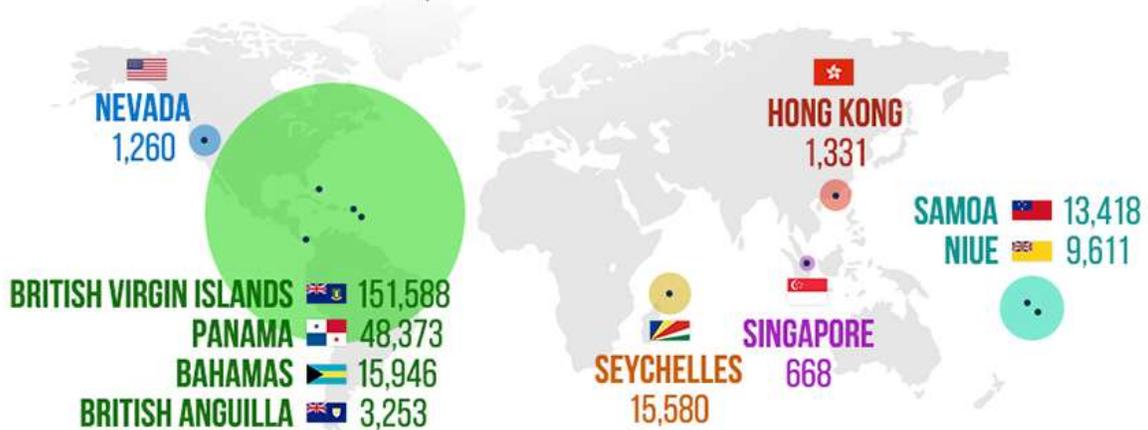
The Panama Papers are *circa* 11.5 million leaked documents that contain information about client and attorney data that relate to around 215,000 offshore entities. Within this collection, is information about high-profile ultra-wealthy individuals and politicians. These papers were leaked from the world's fourth largest offshore specialist law firm, Mossack Fonseca in 2016.

These papers prove what is common knowledge. Certain ultra-wealthy elites use complex networks of offshore trusts, legal tax planning provisions and transnational banking transfers to avoid paying tax. In many cases, these arrangements fall in the grey known as 'aggressive tax planning'. It is dubious if many of these offshore, tax avoidance schemes are illegal. What is clear, is that there is no political will at the national parliaments level to seriously address this issue.

Top 10 Tax Havens According to the Panama Papers

By number of offshore entities incorporated

VIZ OF THE DAY



knoema

Sources: International Consortium of Investigative Journalists   

I encourage people to read widely, consult primary data and draw their own conclusions.

Case study Puppet politicians

Who owns puppet Prime Ministers? How many current and former Government Ministers were previously executives at the Goldman Sachs banking empire? Turnbull, Emmanuel Macron *et al.*

https://en.wikipedia.org/wiki/List_of_former_employees_of_Goldman_Sachs

Wikipedia is a corrupt entity. May diligent researchers independently investigate its claims.

Malcolm Turnbull, Goldman Sachs (GS), Dirty Dealings, and the \$5 Billion Collapse...	
1997	Malcolm Turnbull becomes co-Chairman of GS
1998	To sell a basket case client (FAI) Malcolm shows a \$8M LOSS as a \$50M PROFIT! & gets c\$300M!
1998-2001	Buyers (HH) say this deception costs \$560M. Total collapse with debts of \$5 Bn ensues
2001	Malcolm Turnbull resigns from GS
2009	GS pay for a secret settlement and some say now own Malcolm Turnbull
LATEST	GS pay NO TAX on \$633M income!
	GS anticipate an opportunistic election in the next six months, and their man Malcolm Turnbull is expected to win



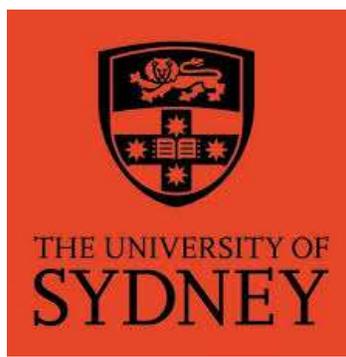
Source: <https://twitter.com/johndory49/status/687726899934531585>

This image shows how some Twitter users tweet unsubstantiated commentary via memes. The creation of a dollar bills suit is a propaganda tactic that may aim to convey a subliminal message.

Predictions



University of Sydney China Studies Center



© University of Sydney

Photo image source: The Urban Feed (2019)

Mother of All Finance Scams: IELTS

The International English Language Testing system is a classic example of how common knowledge global financial scammers who are protected by wealthy powerful governments can engage in mass global fraud with impunity. For a discussion of this topic, see www.ielts.agency .

Canada's and Australia's Governments distribute global marketing propaganda. They claim that international students who complete an eligible course in their country can migrate to the host country after graduation – if they can pass the rigged English test after graduation. IELTS use fraud to ensure *circa* 80% of graduates repeatedly fail this test and must exit Australia and Canada. IELTS Australia and IELTS Canada earn massive profits from repeat scam exam sales.

On average, an international student spends around USD\$200,000 in the host country on tuition fees, living expenses and numerous repeat phony IELTS tests (USD\$350 per test). Canada and Australia have defrauded *circa* 500,000 international students since 1989. You may do the math.

I estimate that Australia and Canada have scammed *circa* USD\$101 billion from international students – most whom are citizens of India and China. Will the imminent global financial reset hold Australia and Canada to account for this massive, global human trafficking crime racket?

I predict the answer is 'yes'. And IELTS will be relegated to the history books as the MOAFS.

Putting it all together

The ultra-wealthy, cash-rich, University of Sydney provides a classic example of how corrupt established institutions manipulate marketing techniques to scam naïve, vulnerable investors.

As shown in the image below, the University of Sydney is the global public relations face of the IELTS human trafficking crime syndicate that targets Asian and Arab international students who invest their families' life savings in an Australian education and promised migration opportunity.



The University of Sydney blatantly prostitutes its established global brand to promote trust in IELTS's secretive, fraudulent academic assessment regime. The image above shows that the University of Sydney astutely identifies youthful Asians as its most profitable target demographic.

This false image above is devious. These innocent actors are paid to sit and smile. The vast majority of IELTS's clients are scam victims who experience poverty, debt and depression for repeatedly failing their writing test by 0.5 due to examiner fraud. The reference to "3 million" above is an exaggeration. IELTS does not test 3 million smiling clients each year. It uses its monopoly power to scam fail *circa* 500,000 Asian students approximately 5 times each per year.

Conclusion

Most of the slick marketing gimmicks deployed by financial sales agents and other related professionals overlap with those seen in other industries. The banking and finance focused examples in this book aim to shine a light on this sector for good reason. The unethical activities and crimes in this toxic sector are a/the dominant force that underpin the perpetually delayed global economic collapse and the secretive finance reset that is imminent and essential.

Specialist product terminologies such as ‘derivates’, ‘options’, ‘futures’, ‘hedge funds’ and ‘negative gearing portfolios’ are often code word for junk financial products that too many people own and are backed by nothing. If you have a gold coin in your safe, and you own this coin outright, you are true owner of an asset that has intrinsic value and investment possibilities.

Fake fiat money underpins the junk financial sector that dominates global affairs. Banks and other so-called ‘financial engineers’ perpetually create money out of thin air. These criminal deceptions mean that potentially thousands of people think that they own the same gold bar that supposedly exists in an unaudited bank vault offshore. I term this insanity ‘toilet paper asset syndrome’.

I encourage free thinkers to consult widely, think deep and ignore marketing gimmicks. Physical assets that you own outright are probably a smart buy. No investment has zero risk. Governments may increase taxes on your land by any rate and tax you and I till our deaths. This is their plan.

Yes, the Holy See has its own bank.

<https://www.forbes.com/sites/realspin/2012/06/26/the-vatican-bank-the-most-secret-bank-in-the-world/#6t>

115,018 views | Jun 26, 2012, 04:58pm

The Vatican Bank: The Most Secret Bank In the World



Capital Flows Contributor ©

Guest commentary curated by Forbes Opinion. Avik Roy, Opinion Editor.

f By Avi Jorisch

Italian prosecutors have now **detained** the former head of the Vatican's bank after searching his home and former office for suspected criminal behavior. Catholics and followers of the Holy See will be disappointed to learn that the Vatican's bank appears to be embroiled in yet another financial scandal. After a number of very embarrassing episodes in recent



I would like to write more about this interesting Bank. It is difficult to find public information.

End of section review: Politics and Predictions

Question		Yes or No or your own answer
1.	Did you understand most of the content in this section?	
2.	<p>Do you feel that the author is pushing a covert or overt personal agenda in this chapter that aims to forcibly guide the reader to think and/or act in a certain way?</p> <p>If you answer yes to the question above, you may wish to make a note in the space under this box, or in another space of agendas that you suspect. You may consider offering other comments such as concerns, insights and personal discoveries.</p>	
3.	Please make a note of any ideas or questions below that you plan to investigate in the future.	

Your free-willed thoughts and notes

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.....

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Glossary

Physical assets

Bullion – A synonym for gold. This precious metal has intrinsic value as it can be employed for useful purposes that add value such as coating silicon computer chips and dentistry.

Commodities – A grouping of physical assets that may include bullion, agricultural products and a range of mining resources such as precious metals (*e.g.* gold), nickel, oil and uranium.

Land – Real estate that is supported by a title of ownership that demarcates ground boundaries. A type of real estate asset.

Liquid assets – Currencies such as legal tender bank notes and precious metals (*e.g.* gold coins) that are not necessarily legal tender but can be traded at short notice (*e.g.* within a day or so).

Negative gearing (real estate) – An investment strategy that aims to accrue zero tax liabilities from an investment, because the tax-deductible expenditures exceed the taxable income earned from the asset. This is common with rental properties. Mortgage payments, home repairs and minor installations (*e.g.* carpet) cost more in total than income earned from rent.

Precious metals – Rare metallic elements that have intrinsic value such as silver and platinum.

Paper assets

Derivates – As their name implies, these products, which claim to be some sort of speculative investment asset, are derived from another original asset type.

Please consider this simple example. Industrial farmer John Doe plants 1,000 genetically modified soybean seeds in January 2020 and contracts to deliver 10 to 12 tons of soybeans to Monsatano in December 2020. Monsatano sells the value of this contract to another party based on the assumption that John Doe may deliver 10.5 tons. Future buyers and sellers of this contract may trade this piece of paper, the contract, based on factors such as (a) the anticipated delivery amount in tons (which may be 0 to 12 tons) and (b) the anticipated resale value of soybeans on or after December 2020. A disaster such as a flood or bankruptcy could result in John Doe delivering zero tons. If such a disastrous event is considered likely, this would decrease the tradeable value of the derivative contract.

It is possible to split this contract into shares; *e.g.*, 10 people may each own 10% of the contract.

Derivatives tend to end up as scam speculative investment products. Ridiculously heavily traded, over-bloated trade prices bear little resemblance to the realistic value of the originating asset – such as a farming produce contract. The last person holding the paper asset – in a market where no one wants to pay close to the resale value, is the ‘lucky’ last loser.

Equities

A sexy word for stocks. Stocks are known as 'shares' in certain countries such as Australia. The word 'equity' implies ownership. If you own your family home outright, *i.e.*, 100% ownership, your equity in the home is 100%. If you have a mortgage on your home with a bank, and you have paid 88% of this mortgage, then your equity in your family home is 88%.

Futures

In a similar vein to derivatives, futures contracts are a tradeable paper asset that are underwritten by a trade contract of some kind. Two unknown parties may agree to trade a commodity at a future date for a predetermined price that is not yet established in monetary terms. For example, both parties may agree to buy and sell one ton of gold, as determined by the price of gold as reported by the COMEX Market on the maturity date of the contract.

See <https://www.cmegroup.com/trading/metals/precious/gold.html>

Futures are a type of derivative product, because the paper asset that is traded has been adapted from a separate asset. Factors such as (a) the price of gold (b) at a future date may determine the fluctuating value of this high-risk, speculative asset.

Hedge Funds

Definitions of 'hedge funds' vary widely among institutional investment sources. You may confirm this yourself via online investigations using search engines such as Yahoo. These definitions are vague, because hedge funds are an ambiguous speculative investment instrument exploited by the wealthiest investors. This definition is somewhat representative of most others.

https://www.sec.gov/investor/alerts/ib_hedgefunds.pdf

What are hedge funds?

Hedge funds pool investors' money and invest the money in an effort to make a positive return. Hedge funds typically have more flexible investment strategies than, for example, mutual funds. Many hedge funds seek to profit in all kinds of markets by using leverage (in other words, borrowing to increase investment exposure as well as risk), short-selling and other speculative investment practices that are not often used by mutual funds.

Some hedge funds and billionaire hedge fund managers are fronts (*i.e.* agents) for organized money laundering crime rackets. Hedge funds are well-suited for this role. Dozens of hedge funds seemingly create billions of dollars of wealth out of thin air. Hedge funds don't manufacture goods and they don't invest *their* staff labor in managing physical assets such as land.

Mutual fund

Investment portfolios that pool together multiple investors' funds to purchase one or more assets. The portfolio may contain paper assets, physical assets or both.

This book centers around the ethics of financial advisors and financial institutions. It assumes that a critical mass of investors require protection from certain unethical and criminal agents.

I invite free-willed, law-abiding citizens to reflect on the ethics of ‘flipping houses’. Buying and selling a house merely for profit is perfectly legal, *per se*, in virtually all jurisdictions. Buying a bargain house, that you have no intention of using for medium/long term rental or personal occupancy, mostly likely pushes up the value of that house’s value. At the macro level, this may gradually push house prices up for years or decades. Eventually a market bubble will burst.

In some parts of America, double income couples with no kids cannot afford a modest family dwelling in reasonable proximity to their work. Homelessness is trending towards an epidemic.

House-flipping is destroying NYC neighborhoods

By Catherine Curan

April 28, 2018 | 9:05pm | Updated



House flipping is not without risks. The last person holding the property when the bubble pops, funds the easy profits made by the string of owners who sold the property at the right time.

Annex 1 Quantum Financial System (QFS)

Global citizens should be concerned with any covertly created financial system that is based in Switzerland. Switzerland's ultra-secretive banking system is home of the secretive Bank of International Settlements. Swiss banks have hoarded stolen Nazi war loot. These esoteric warped images are from the opening ceremony of CERN Quantum Computing System in Switzerland.



CERN's institutional logo proudly boasts the 'mark of the beast', 666 – see www.home.cern.



It's possible that the masterminds of CERN's opening ceremony (see RT, 2016) aim to puppeteer a global QFS. Switzerland is home of cryptocurrencies such as Ethereum. Ethereum no longer reports any details of its mysterious directors on its webpage. See www.ethereum.org.

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Financial investing: 10-point checklist

Suggested rule-of-thumb		free willed comments
1.	Consult widely – Obtain a range of independent opinions.	
2.	Think critically – Question the quality of data, the motives of financial advisors and similar factors.	
3.	Don't place all your investment assets in one basket .	
4.	If it sounds too good to be true – it is probably a scam.	
5.	I have not been manipulated by marketing messages that target emotions. My decisions are objective.	
6.	My financial advisor is a full member of a recognized institute such as the Chartered Financial Analysts.	
7.	I am the sole owner of a real physical asset that has intrinsic value.	
8.	The likely return on the asset matches the risk exposure.	
9.	I have checked secondary data sources that are cited by others and confirm they match the original data source.	
10.	I have not been pressured to sign anything immediately .	

Investors and others use this basic template at their own risk.

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