



## ***That Thing Rich People Do***

***Required Reading for Investors***

**By Kaye A. Thomas**

**Fairmark Press Inc.**

**Nonfiction; \$13.95**

**ISBN: 978-0-9792248-8-1**

**Available June 2010 from  
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***That Thing Rich People Do: Required Reading for Investors*  
by Kaye A. Thomas**

**For investors of all stripes, from the novice on up, book  
slated for release in June, 2010, covers the basics of investing**

Advance review copies are now available for a book that offers the easiest way yet to learn the key principles of investing. Weighing in at just 136 pages, it conveys more knowledge than books twice as long, with charm and humor that makes it a pleasure to read.

*That Thing Rich People Do* by Kaye A. Thomas starts at the very beginning, explaining such basics as the difference between stocks and bonds. The book isn't just for beginners, though. People who have invested for years will learn how to achieve faster growth at lower risk by eliminating unnecessary expenses and maintaining better diversification.

Unlike many other introductory books, *That Thing Rich People Do* offers insight as well as information. Readers learn, for example, why a stock's price might go down immediately after a company announces good news. Organized into three main categories, Laying a Foundation, The Investor's Toolbox, and Building a Strategy, the book teaches habits of thought that will help readers stick with a good strategy through difficult times.

Thomas decided to write *That Thing Rich People Do* when he was unable to find a book on investing that the young adults in his family would actually read. He comments, "Investing usually doesn't seem like a high priority to folks in their twenties, and it's a bit much to expect them to wade through 300 pages on a subject they consider painfully dry. What was needed, I realized, was a book that would be short enough to read in odd moments while warming leftovers or waiting for a computer to reboot, yet include the essentials that every investor should know."

*That Thing Rich People Do* covers the key principles of investing, shows why they are so important, and tells how to put them into action. What's more, Kaye's approach is earnest, familiar, and funny, leaving readers with the impression that they are in the hands of a master whose sole objective is their success.

More information is available at [www.fairmark.com/books](http://www.fairmark.com/books). To request an advance review copy, email the publisher at [info@fairmark.com](mailto:info@fairmark.com).

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**Author:** Kaye Thomas is best known for his books on tax rules and strategies for investors, including *Go Roth! Your Complete Guide to the Roth IRA, Roth 401k and Roth 403b*. A graduate of Harvard Law School, he maintains a popular website at [Fairmark.com](http://Fairmark.com).