



GO! STOCK! GO!
**A Stock Market Guide for Enterprising Children
& Their Curious Parents***

****everything you were afraid your kids would ask***

Written by Bennett Zimmerman, Richly Illustrated by Kathy Kamel

Go! Stock Go! employs a “Dr. Seuss” style to become the first truly user-friendly book on stocks and finance.

The humorous illustrated story introduces the ‘Johnson family’ as they make *close encounters* with their own investor personalities:

“Day-trading” Harry chases speculative tips offered from friends at the ‘club’, as skateboard-wielding son, Nathan, catches him at the casino-like behavior.

Mom Sue Johnson then stages an intervention to teach the fundamentals of long-term investing. With skills in hand, Nathan directs \$800 from his ‘lawn-mowing’ empire into ownership of shares in reliable companies that, make, and never lose, money.

High school rebel, Rita, at first rejects capitalism until she discovers green companies that share her goal to clean-up the earth, and make profits.

Dudley Bullmarket, the family’s favorite Business Channel journalist, becomes a trusted partner in the research required as the Johnsons create lasting ‘family value’.

Rather than “Occupy Wall Street!” The family decides to “Buy Wall Street!”

Go! Stock! Go! provides a positive way for your audience to equip themselves with the step-by-step math required to evaluate companies, and the pop psychology necessary to evaluate themselves. Designed with children in mind, **Go! Stock! Go!** is sure to become an adult favorite with an advanced section “Let’s Talk Stock” for older readers.

Bennett Zimmerman is available for interviews in person, or by phone, in all 50 US States. As a former DJ, he is a natural radio & TV interview guest, with a book full of camera-ready cartoons and images.

Bennett worked for BMG Music and the strategy consulting firm of Bain & Company. As a graduate of the Harvard Business School & his beloved Dartmouth College, he still credits Newcomb School – a Long Beach, California institution with everything he ever needed to know.

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