

Suze Orman is Wrong –

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Suze Orman is wrong and I want to correct her folly. In her recent book, *Women and Money*, Orman starts from the premise that women are less than smart when it comes to managing money. By inference, this concept extends to women professionals as well. As a female who was a financial adviser, and also a board certified neurologist and psychiatrist, I understand money and the way women think. Over my investment and scientific careers, I've learned that women have just the right mix of caution, willingness to learn, intuition and appreciation of their innermost needs and desires to invest money well. They are smart about money, not dumb as Orman suggests. This is why.

Financial research (mymoneymd.com) demonstrates that women are at least as good, if not better investors than men. Further, scientific studies show that their skills come naturally –from their inherent neurobiology. This information throws out Ms. Orman's idea—that women are brainless money managers. Instead, it embraces women's intrinsic abilities and shows women that they have built in traits that make them excellent investors. This gives women a positive, rather than a negative springboard from which to invest.

Additionally, there is a scientific way to invest not utilized by Ms. Orman. The concept that asset allocation is the most important factor when investing money won the Nobel Prize in 1990. By its very definition, this term means a mix of stocks, bonds and cash. Orman throws out this award winning scientific concept and invests only in zero coupon bonds for herself (*New York Times Magazine* 2 25 07). Debra Neiman, a certified financial planner at Neiman & Associates Financial Services in Boston (interview with Chuck Jaffe, writer for *Investor.com*) says this of Orman: "Suze is investing as if she was a retired grandmother with no heirs." This ultra conservative approach is evident in her book and needs to be corrected. If women were to invest according to her recommendations, they are much less likely to have the monies they need as they age.

Women need to break Suze Orman's hold and invest scientifically in a way that

historically gleans far better results than investing too conservatively (such as in bonds alone). This approach works just as well for male investors.

In summary, women need a fresh positive perspective in investment management; one that is scientifically based, and corrects previous misconceptions. This approach is vitally important today when women's untapped investing potential is far behind their other recent achievements.