

#6046125 in Books 1996-10Original language:EnglishPDF # 1 9.25 x 6.25 x .501, #File Name:

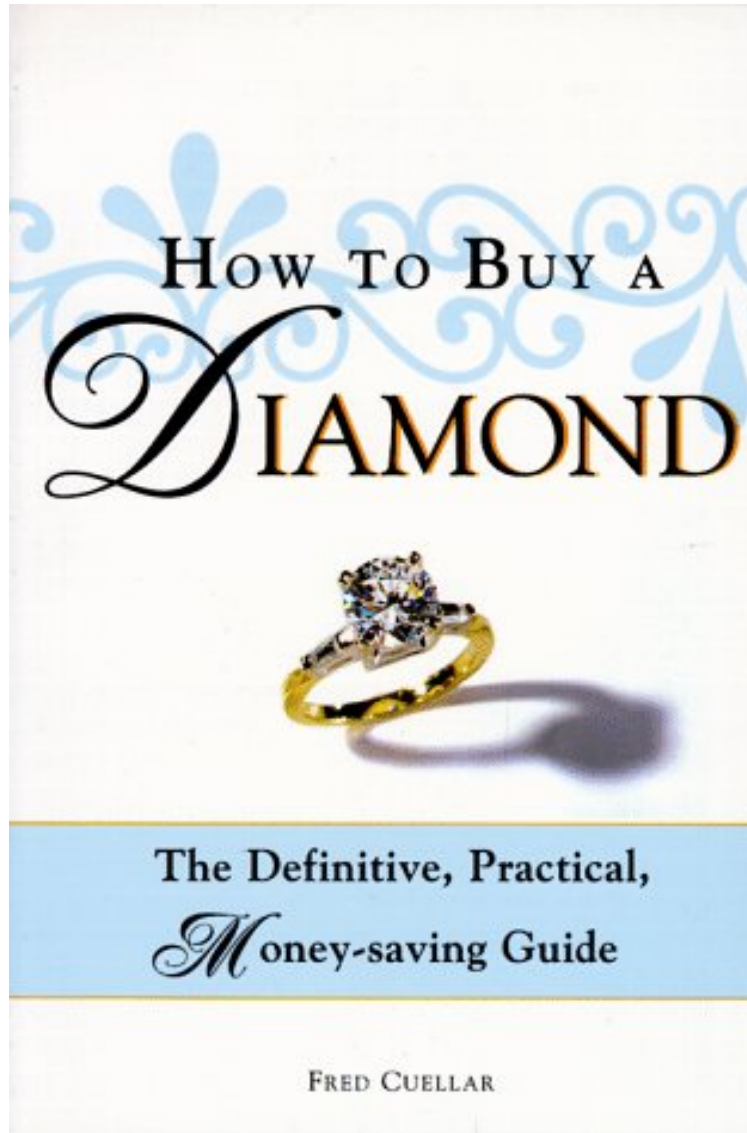
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Fred Cuellar

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[Ebook pdf] How to Buy a Diamond

How to Buy a Diamond

Fred Cuellar : How to Buy a Diamond before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Buy a Diamond:

75 of 76 people found the following review helpful. A Word of WarningBy Sarah Mc BrideI just wanted to put in a word of warning with all the praise this book has mustered. Fred Cuellar knows his stuff and is usually correct in what he says about diamonds but he please keep in mind that he is sales person - first, last and always. After discussing all the 4Cs, he puts one last bit of advice into the chapters about un-warped stones. And that's were it all unravels; for all the importance he places on this topic, he writes only a paragraph or two about it. Incredible.Fred puts a lot of

emphasis on finding an un-warped stone and eventually points the reader to his own store for "advice." In several months of research about round cut stones, I have found that most people in the business or hobbyists do not necessarily respect his opinions. Let me explain ... After trying to locate a reasonably priced stone that matched Fred's guidelines for dimensions, I called his 800 number looking for guidance. I found several stones on bluenile.com that matched all of Fred's recommended dimensions (but were low in price and therefore too good to be true?) but every time I asked the guys at DCI (Diamond Cutter's International, Fred's company), they told me it was an okay stone but warped meaning that the measurements around the stone weren't symmetrical all the way around. Even though the dimensions all matched the ideals for what Fred said in his book, according to DCI, the stones all suffered from a so called tragic flaw that Fred only devotes half a page to. Yes, this is an important point and they did assure me that bluenile's prices were fair but I was still getting a warped stone which I should avoid. I asked for advice on where I could find a non warped stone because, after lots of phone calls and several months spent visiting jewelry stores, none of the local jewelers in Boston including those in the Diamond District on Washington Street had those types of stones. Except Tiffany's (but they don't have unmounted stones) and I didn't want to pay the 50% price premium for a brand name. I got an email back from the DCI guys with two stones that they could sell to me. I was a bit taken aback.

I thought it was a conflict of interest to try and write an informational book about buying diamonds all the while pushing their own agenda and eventually scaring customers to purchase from him. I ended up with a beautiful round cut, .98, G, SI1 (very nice, eye clean), GIA ideal cut for just under \$4400 in Feb. 2006. I had it measured again by GIA and the certification was almost identical to the one I got from the dealer But it was supposedly warped according to Fred's DCI guy. This stone should have gone for \$7500 according to Fred (if it were un-warped). Readers should realized that ultimately, this book will point you to DCI and Fred's own diamond store. See one poor sap's comments, (Derek M. Hardwick "A Very Happy Customer") who fell for the entire scheme. Fred not only made a buck off of the sale of the book but lead this reader right to his store! Google Fred's name for more information about lawsuits against him. And check out this thread and look for his threads on Pricerscope. 1 of 1 people found the following review helpful. A honest book - Good read. By Tigs bounce So many times I have purchased a book where it has a "Sales Pitch" all over it. This was a pleasant surprise and it is aimed at educating you. I recommend it to all that are in the process of buying a ring. I wish my husband had read this book when he was buying a ring. He unfortunately did what majority would do. Go to one shop and be sold on a ring just cause he thought it was a good deal and doesn't like shopping around. I also really appreciated the part where Fred gives you the tools to identify what kind of ring would work best for your Fiancee. Absolute must advice to men that are clueless about buying jeweler "ASK her best friend or Mother or someone that is very close to her" Don't go out and assume this is what she likes or wants. My dad is in this industry so I know a fair bit to say a lot of what Fred mentions is true. Happy I purchase this book as I now get Hubby to read it and learn for the future :) 0 of 0 people found the following review helpful. Very informative!! By rachhad the pleasure of meeting the author and have purchased my engagement and wedding rings from him. Very informative and straightforward. I personally hate sentence fillers that take up the majority of a book but this was filled with nothing but facts and useful advice. I highly recommend reading this before spending thousands on a diamond. p.s. Robbins Brothers is not the way to go

"Finally, one of the top diamond experts breaks the silence and demystifies the world of diamonds for regular folks like you and me." - Gregory J. P. Godek, author of 1001 Ways To Be Romantic Get Your Money's Worth on a Great Diamond Buying a diamond can be one of the most important and intimidating purchases you ever make. Whether you're getting engaged or married, or are buying for an anniversary, investment, or just because, How to Buy a Diamond will take the pressure and uncertainty out of your purchase, and will show you how to get the best diamond for your money. Newly revised and completely updated, How to Buy a Diamond is the only book on the market to include wholesalers' secret pricing charts that you, the public, never get to see! The charts are broken down by carat, clarity, and color - including the various types of color within each color grade. Important sections include: Matching your funds with the perfect diamond The four Cs explained: clarity, color, cut, and carat size Ring styles and settings Insuring and caring for your diamond Picking the right jeweler Jewelers' tricks of the trade Wholesalers' secret pricing charts!

From Library Journal Buying guides for gems and jewelry appear on the market with some regularity, and these two are similar in scope and content to their predecessors. Cuellar, founder and president of Diamond Cutters International, covers the standard topics of the four Cs (carat, clarity, color, cut), as well as the fifth C, cost. Various chapters focus on everything from ring settings to insurance, investment, and selling diamonds; other tidbits include carat size charts and even a list of 101 ways to be romantic. This serious yet lighthearted guide is geared to anyone looking for inside information on purchasing a diamond. Matlins's (Jewelry and Gems, LJ 5/1/94) work is equally informative yet more serious in nature. Each of the seven parts focuses on a variety of topics from the historical significance of pearls to pearl types and quality, from selection to caring for and wearing pearls. The two most important sections deal with insider tips and advice from the experts and what to ask when purchasing pearls. Other features include price guides,

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special charts, and a special color photograph section. Both of these books are suitable for public libraries. Stephen Allan Patrick, East Tennessee State Univ. Lib., Johnson City Copyright 1997 Reed Business Information, Inc. "Educate yourself before you make the big purchase." -- Money's Worth "He's what people are talking about." -- USA Today "Inside information on purchasing a diamond." -- Library Journal "The book helps make dreams come true." -- Houston Chronicle, March 27, 1997 "Whenever anybody asks me about buying a diamond, I give them this book. It's filled with a lot of common sense, practical advice. Diamond buying can be difficult, this book can help." -- Rob Bates, Editor, National Jeweler magazine About the Author Fred Cuellar is founder and president of Diamond Cutters International and is known as one of the world's top diamond experts. Cuellar is accredited in diamonds by the Gemological Institute of America. Cuellar is the official diamond expert for MSNBC, Men's Health, AOL's theknot.com and The Wedding Network, and Icon magazine. He has been featured and discussed on the Tonight Show with Jay Leno, NBC's Today Show, CBS Morning News, CNN, ESPN, the Wall Street Journal, Cosmopolitan, US Weekly, In Style as well as over 100 other news and talk shows.. He lives in Houston, Texas.