

## Consumer Guide To Diamonds, Third Edition

*Joseph Mirsky*

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**Joseph Mirsky : Consumer Guide To Diamonds, Third Edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised Consumer Guide To Diamonds, Third Edition:

1 of 1 people found the following review helpful. Diamond Buying made comprehensible!By Patrick M TurnerThis Joe Mirsky character really knows his stuff.Not only does she take you on the usual tour with the 4 c's but explains

why they are relevant and what that means to the average "Joe" about to part with hard-earned cash for "a piece of the rock". (not to mention the matrimonial bliss and peace of mind that follows after a wise and informed choice. I didn't know there was so much to know... and so many differences in quality, size and cut. Wait until you read about some of the tricks that are used by unscrupulous sources to make a flawed stone appear better quality than it is and then charge you for the better quality!! If you're serious enough to go looking for "the right stone" for your perfect lady, be smart enough to become the consummate consumer and spend some real time with this book. Like me, you'll be dog-earring a lot of pages that will ultimately inform you and save you a bundle. Read it, and tell your friends to read it. This is an excellent book on diamonds for "the rest of us!!" 0 of 0 people found the following review helpful. What a great book. By Customer An excellent book on subject. I just wish to find a more comprehensive book on this subject like this one. Most other books have more words than info. This is a sincerely written small book from a master in diamonds business. Thank you. 2 of 2 people found the following review helpful. Great Book on Buying a Diamond By A Customer Joe Mirsky's book is terrific. It contains great details on how to buy a diamond in a no-nonsense style. While clarity and color are important, many of the jewelers I visited were hesitant to discuss cut, the most important of the 4 C's. This book provides all of the information on ideal cuts, with sample AGS and GIA grading reports. The black-and-white photos and diagrams are great, and diamond terminology is explained in an easy-to-read and entertaining format. I found the book to be much more informative than Fred Cuellar's book. I would highly recommend this book to anyone searching for the perfect diamond.

Are you going to spend a fortune on a diamond? Are you afraid you'll make a mistake? Do you know what an ideal cut diamond is? Consumer Guide To diamonds - How to spend your fortune without making a mistake. There are plenty of bad diamonds out there and somebody has to buy them. Written by a working jeweler, gemologist and appraiser who's seen every mistake you'll make, Consumer Guide To Diamonds will make sure that somebody isn't you. Every diamond education covers the four C's: Carat Weight, Color, Clarity, Cut. The first three are straightforward and easily grasped. How big is it? How white is it? How many flaws? But the cut makes the diamond shine and shine is the whole point of buying diamond. Cut refers not to the shape or number of facets of a diamond, but to the angles and relative sizes of the facets. There's less than 1 degree tolerance for good brilliance on the angle that forms the bottom cone of a diamond. Cut is very messy. Angles, percentages, ideal cuts, near-ideals, spread stones, nailheads, fisheyes, girdle, crown, pavilion.... Well, so what? Just buy one with a good cut grade. Well, one outfit has one that really isn't one but everybody uses it anyway. But the GIA (Gemological Institute of America), the 800 pound gorilla of diamonds, doesn't like it so they just got their own, which really is one. I told you cut was messy. The book explains these convolutions, from the optics to the politics. There's a lot about cut in the book because cut is The Next Big Thing in the diamond world and the industry is in the middle of a cat and dog fight about whose idea of the ideal cut diamond will win. The diamonds in the sky and water on the cover are actual top and bottom photos of a hearts and arrows diamond, a perfectly symmetrical, superideal cut, taken through a special viewer. The book explains all the ins and outs of ideal cuts and hearts and arrows diamonds. There are a lot of photos in the book. A series of photos shows you how easy it is to spot diamonds for which that bottom angle you just got so worried about is wrong. And those flaws you're still worried about are shown in another series of photos. There are photos of fake and doctored diamonds, too. One of the reasons the book is relatively short is all those thousand-word pictures. The other is that you want a book to get unconfused first and learn the history of diamonds later. Well, you need a little history for the big picture and the book will give you just the right amount. The book also covers certificates, price lists, fake and doctored diamonds, advertising hype, shopping tips, and appraisals. And you'll get a dose of that old-time retail religion. You get what you pay for. Discount means cheap stuff cheap, not good stuff cheap. A good deal on a bad diamond is no bargain. And there's juicy gossip about the non-believers who went to diamond hell. But it's not all work. There's some fun stuff, too. A company called LifeGem will turn your ashes into a diamond after you're gone. The company will heat your specially prepared 'cremains' in a vacuum to reduce you to pure carbon, and then will squeeze you into a diamond. Cost is \$22,000 per carat with a 1/4 carat minimum at \$4000. A human is forever. And there's no need to spend forever without your best friend. Rover can join you when his time comes. The company reports that half its business is for pets. Click on see more pictures just below the thumbnail of the cover, then click on the right thumbnail of a page from the book to see a few of the 64 photographs in the book that show you what to look for and what look out for. I write newsletters, too. For something completely different, check out Ornamentally Incorrect, Have You Hugged Your Jeweler Today? , also sold on Amazon

An excellent layman's guide...a highly affordable "must-read" for anyone considering a hefty monetary investment in these precious stones. -- The Midwest Book , December, 2003 From the Publisher Are you going to spend a fortune on a diamond engagement ring? Are you afraid you will make a mistake? Do you know what an ideal cut diamond is? I assume your answers to these questions are yes, yes, and no (or maybe). Consumer Guide To Diamonds was written to help you to spend your fortune without making a mistake and to tell you in great detail what an ideal cut diamond is. Judging by the number of pretty bad diamonds I see as a jeweler, gemologist, and appraiser, people are not going

about looking for diamonds correctly. Consumer Guide To Diamonds offers real-world guidance in purchasing this high-anxiety, esoteric, and very expensive product, which most people buy at least once in their lives. The book is deliberately concise, not straying from too far from the practical business of real-world diamond shopping for ordinary people. The four C's of diamonds, clarity, color, carat weight, and cut, are thoroughly explained, but the emphasis is on cut, the angles and proportions of the diamond, which determine its brilliance and fire. The cut, the most complicated and least understood aspect of diamonds, by jewelers and consumers alike, has the greatest potential for manipulation to fool the consumer. For example, diamonds are commonly cut to be smaller or larger in size than they should be for their weight. The former gives the illusion of more carats for the money, the latter of more size for the money. Both are discounted in price from a nominally sized diamond and both usually suffer in brilliance due to their poor proportions. And unwary consumers commonly buy both. The book tells you how to spot this common trick. Although an interesting background about diamonds is given, the book also addresses at length the misperceptions and misinformation that underlie the considerable consumer anxiety about diamonds. Price lists, and diamond grading papers are also discussed. In addition to engagement ring diamonds, other common jewelry products with small diamonds are covered. Numerous real life anecdotes and humorous asides are given. The book also covers synthetic diamonds, imitation diamonds, diamond enhancements (yes, they doctor diamonds) and recutting diamonds to remove chips or improve appearance. Appraisals, an area with great problems of incompetence are discussed at length. Finally there is a section on practical tips about the mechanics of the jewelry itself: matching a wedding band, types of precious metals, cleaning, and care. Please note: the third edition of Consumer Guide to Diamonds is now on sale at . This edition brings the topics to life with 64 through-the-microscope photos of diamonds, 24 illustrations, and 3 facsimiles of diamond documents. A lot has happened in the diamond world in the 3 years since the second edition was published, especially concerning cut and ideal cuts. The new book is up-to-date on these developments. At 108 pages, it is more than twice the length of the second edition. From the Author About the Author I am a jeweler and gemologist. I own a jewelry store in Pompton Lakes, NJ. I have been in the jewelry business since 1978.