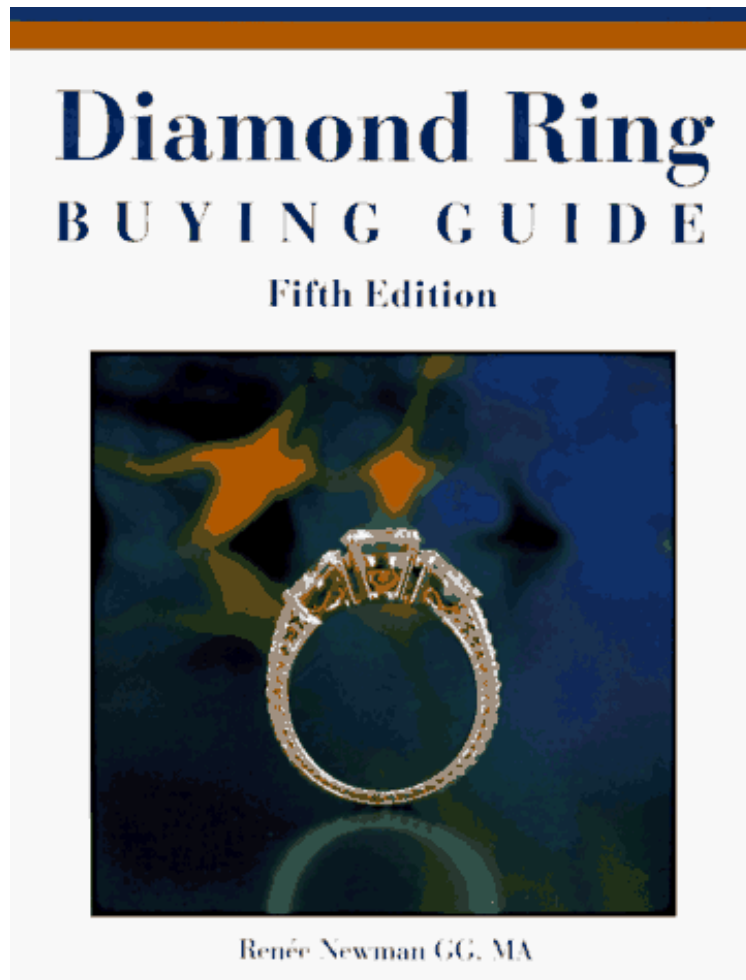


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Diamond Ring Buying Guide

Renee Newman

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The 6th revised edition of this step-by-step guide on how to evaluate diamonds and settings in clear everyday English. It gives information on quality evaluation, price comparison, fake stones, proper gem care, synthetics and more.

"Newman, a graduate of the well-regarded Gemological Institute of America, provides photographs and a wealth of information for potential buyers. She also delves into the intricacies of shape, carat weight, color, clarity, setting style and cut--happily avoiding all industry jargon and keeping explanations streamlined enough so even the first time diamond buyer can confidently choose a gem." -- Booklist "The Diamond Ring Buying Guide is a breath of fresh air to the retail diamond buyer. Succinctly written in a step by step, outlined format with plenty of photographs to illustrate the salient points, this book can help keep a lot of people out of trouble. Essentially it is a fact-filled text devoid of a lot of technical 'mumbo jumbo.' . . . Beyond the standard discussion of judging and understanding color, clarity and cut, the author addresses other useful issues, such as gold and platinum characteristics, choosing a ring and protecting your diamond purchase. There is no doubt that this guide is a valuable asset to the retail diamond buyer." -- (Jeweler's Circular Keystone, C.R. Beesley, President American Gemological Laboratories) "This well-written consumer book is filled with useful information, drawings, pictures and short quizzes directed at the first-time diamond buyer. Besides a wealth of practical information on diamond quality, the guide delves into the quality of gold and jewelry craftsmanship. Many tips on ring styles, stone shapes, setting styles and diamond qualities are provided. The author, a gemologist with several years experience in the wholesale diamond business as well as jewelry sales, presents helpful suggestions on detecting diamond imitations, in addition to well-thought out discussions of diamond cutting and how the various factors can influence value. . . . After reading this book, consumers will possess a basic knowledge, enabling them to purchase a diamond with confidence and making the buying experience pleasurable and memorable." -- Jeweler's Book Club News, Stephen Hofer, President