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Joshua Fishman

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BEYOND THE FOUR C'S

WHAT YOU SHOULD *REALLY* KNOW
BEFORE YOU BUY A DIAMOND

SECOND EDITION



JOSHUA FISHMAN

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Joshua Fishman : Beyond the Four C's: What you should REALLY know before you buy a Diamond before purchasing it in order to gauge whether or not it would be worth my time, and all praised Beyond the Four C's: What you should REALLY know before you buy a Diamond:

1 of 1 people found the following review helpful. Fantastic By Heidi Pimentel This book helped me so much! Mr. Fisherman sounded like a trusted advisor who was looking out for me. Great info presented in a logical way. Highly

recommend!
0 of 1 people found the following review helpful. OKAY FOR THE NOVICE
By Errol B. Sperling
I LIKED THIS BOOK BECAUSE IT HAS VERY USEFUL INFORMATION, ESPECIALLY FOR BEGINNERS. HOWEVER, IT IS VERY OVERPRICED. IT SHOULD BE SOLD FOR HALF THE PRICE AND I WONDER IF THIS IS AN INDICATION OF HOW MR. FISHMAN PRICES HIS DIAMOND INVENTORY. I DID NOT LIKE HOW HE CRITICIZED THE HOLLOWAY CUT ADVISOR (HCA). HE WAS VERY VAGUE ON WHY HE BELIEVED A HOLLOWAY RATING OF .4 WAS NOT ANY GOOD, ALTHOUGH IT IS REPRESENTATIVE OF AN OUTSTANDING DIAMOND. THE HCA IS AN INVALUABLE TOOL AND WHEN COUPLED WITH A PERSONAL INSPECTION AND THE USE OF THE IDEAL SCOPE TO VERIFY LIGHT LEAKAGE (IF ANY) AND SYMETRY WILL PROVIDE EVIDENCE OF A BEAUTIFUL DIAMOND. I WAS DISAPPOINTED THAT MR. FISHMAN DID NOT PROVIDE ANY LIST OF ANGLES AND OTHER MEASUREMENTS THAT WILL PRODUCE A SPECTACULAR DIAMOND IN HIS OPINION. THE MEASUREMENTS THAT RECIEVE THE BEST RATINGS ON THE HCA ARE CONFIRMED BY OTHER DIAMOND EXPECTS, AS WELL AS IN BOOKS ON DIAMONDS AND PRODUCE WELL FORMED HEARTS AND ARROWS. I KNOW A BEAUTIFUL DIAMOND WHEN I SEE IT WITH FIRE AND SCINTILLATION THAT IS BLINDING. I WOULD NEVER RELY ON A SELLER TO TELL ME WHETHER A DIAMOND IS PRETTY, LIKE MR. FISHMAN INDICATES. NEVERTHELESS, THIS BOOK PROVIDES KNOWLEGE THAT WILL HELP THE NOVICE NAVIGATE THE COMPLICATED DIAMOND BUYING PROCESS. HOWEVER, WHAT THIS BOOK LEAVES OUT CAN HURT YOU. OVERALL, I THINK MR. FISHMAN IS VERY CLEVER IN DRUMMING UP BUSINESS.
3 of 4 people found the following review helpful. Only when I purchased and read Josh Fishman's book did I really begin getting the education I needed before I could intelligently
By Ashburn Rawls
I have spent hour upon hour visiting multiple web sites as well as hours viewing diamonds with local jewelers. Only when I purchased and read Josh Fishman's book did I really begin getting the education I needed before I could intelligently start shopping for a diamond. Finding the right diamond at a competitive price is more complicated than I ever imagined. If you are looking for a "pretty" diamond and you have not read this book I do not think you will be very successful. I'm looking for a diamond for our 40th Wedding Anniversary so it's important that I find the right diamond for my wife. After reading Beyond The Four C's I'm comfortable discussing diamonds with any jeweler. I plan on taking it to the next level and will be visiting A.Fishman Sons in NYC this Spring to purchase a diamond from Josh. Even though I now feel educated on the scientific aspects of diamonds I know that no amount of education can replace having a third-generation diamantaire work with me to find the right diamond.

Carat, Color, Clarity, and Cut. Many people think that all they need to know to properly evaluate and buy a diamond are the basics of the Four Cs. But Joshua Fishman, a third-generation diamantaire with over thirty-five years experience buying and selling diamonds, knows this is a myth. Another prolific myth Fishman debunks is the idea that diamonds are just a commodity. If you are looking at two diamonds with the same grade, he explains, the less expensive one is not necessarily going to be the better buy because other qualities that affect the look of the stone must also be factored in. He also challenges the myth of the ideal cut. In this Second Edition of Beyond the Four Cs, Fishman tackles these myths and many other misunderstandings that arise because of the myriad complexities involved in evaluating diamonds, providing you with an education that truly will qualify you to take home the diamond that is ideal for you. This is the most comprehensive educational book about diamonds to date. In incisive detail, Fishman explains everything you need to know about diamonds, from the terminology describing diamonds to how to tell if a diamond is real, and to how and where to sell a diamond, and much more.

About the Author
Joshua Fishman is a third-generation diamantaire whose grandfather, Abraham, and father, David, started A. Fishman Son in New York City in 1947. Both Abraham and David originally came from Cracow, having left Poland before the beginning of WWII. With degrees from Lehigh University and Harvard Law School, Joshua practiced corporate law from 1976 through 1982 before joining his father in the family diamond business. Happily married for forty-four years, the author has three accomplished children, Renee, Adam, and Jessica, as well as five adorable grandchildren, Oliver, Chase, Henri, Charlotte, and Sabrina. His book Beyond the Four Cs: What you should REALLY know before you buy a Diamond is a compilation of the extensive collection of educational materials he has available online, now gathered together in one guide. This Second Edition adds additional chapters on subjects like the GIA Cut Grade, Lab-created Diamonds and more.