



# **Beyond the Four C's: What you should REALLY know before you buy a Diamond**

*Joshua Fishman*

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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 C's.

But Joshua Fishman, a third-generation *diamantaire* with over thirty 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 *Beyond the Four C's*, 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.

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