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

*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 gage 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. FantasticBy Heidi PimentelThis 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 NOVICEBy Errol B. Sperling  
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 intelligentlyBy Ashburn RawlsI 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 C's. 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 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.

About the AuthorJoshua 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 C's: 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.