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# Little Book Still Beats Market

*Without a doubt, the most common question I get asked by other digital marketers is "How the hell do we keep up"? Let's*

*Page 1/256*

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***face it, technology and in particular digital marketing is moving so fast it almost seems impossible to be at the top of your game. Then, to add insult to injury, customer behaviour and expectations are also changing at pace. Simply put, in the world of***

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***digital marketing and internet marketing, it is getting harder and harder to win. But what if I told you there is a way for you to get ahead of the competition? What if I told you that bringing a simple tool into your digital marketing arsenal could create a***

## File Type PDF Little Book Still Beats Market

***way for you to get a steady stream of incremental gains in your search engine optimization, your social media marketing, your conversion rate optimization and even your content marketing efforts. Think of it as a way to get compound interest gains in***

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***all of your digital marketing channels. This tool will also give you a way for you to change your focus. A way for you to stop stressing about the wins and instead, to provide you with real insight into what works, what doesn't and how your customers***

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***think. The not so secret tool I am referencing is 'experimentation'. Most of us have a simplified version of it (such as A/B testing) already, but a true experimentation framework goes a lot deeper than just testing two different variables. It is a way for***

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***us to disrupt the market, our competitors and most importantly, disrupt ourselves. In this book, the simple goal is to give you three things: An easy to understand framework that you can implement. A guide to cultivating the mindset required***

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***to successfully embed a true experimentation approach and lastly, some practical experiments that you can start testing the second you put the book down. I have even enlisted some of the most talented digital marketers in the world to help***



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***pick out some of their recommended experiments. It is not often that you get the likes of Michael Brenner, Ciaran Rogers and Tim Pointer in the same book. By the end of this book, my hope is that you have a new lease on your digital***

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***marketing life and that your new mantra becomes "We don't chase the wins, we chase the insights". An accessible look at the art of investing and how to adopt the practices of top professionals What differentiates the highly successful market***

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***practitioners—the Market  
Wizards—from ordinary traders?  
What traits do they share? What  
lessons can the average trader  
learn from those who achieved  
superior returns for decades  
while still maintaining strict risk  
control? Jack Schwager has spent***

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***the past 25 years interviewing the market legends in search of the answers—a quest chronicled in four prior Market Wizards volumes totaling nearly 2,000 pages. In The Little Book of Market Wizards, Jack Schwager seeks to distill what he considers***

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***the essential lessons he learned in conducting nearly four dozen interviews with some of the world's best traders. The book delves into the mindset and processes of highly successful traders, providing insights that all traders should find helpful in***

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***improving their trading skills and results. Each chapter focuses on a specific theme essential to market success Describes how all market participants can benefit by incorporating the related traits, behaviors, and philosophies of the Market***

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***Wizards in their own trading  
Filled with compelling anecdotes  
that bring the trading messages  
to life, and direct quotes from  
the market greats that resonate  
with the wisdom born of  
experience and skill Stepping  
clearly outside the narrow***

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***confines of most investment books, The Little Book of Market Wizards focuses on the value of understanding one's self within the context of successful investing.***

***The Acquirer's Multiple: How the Billionaire Contrarians of Deep***



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***Value Beat the Market is an easy-to-read account of deep value investing. The book shows how investors Warren Buffett, Carl Icahn, David Einhorn and Dan Loeb got started and how they do it. Carlisle combines engaging stories with research and data to***

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***show how you can do it too. Written by an active value investor, The Acquirer's Multiple provides an insider's view on deep value investing. The Acquirer's Multiple covers: How the billionaire contrarians invest How Warren Buffett got started***

## File Type PDF Little Book Still Beats Market

***The history of activist hedge funds How to Beat the Little Book That Beats the Market A simple way to value stocks: The Acquirer's Multiple The secret to beating the market How Carl Icahn got started How David Einhorn and Dan Loeb got started***

## File Type PDF Little Book Still Beats Market

***The 9 rules of deep value The Acquirer's Multiple: How the Billionaire Contrarians of Deep Value Beat the Market provides a simple summary of the way deep value investors find stocks that beat the market.***

***The manager of a top investment***

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***fund discusses how individuals can make a killing in the market through research and investment techniques that confound conventional market wisdom. A Dictionary of Arts, Sciences, Literature and General Information***

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***The Best Strategies of All Time  
Made Even Better  
How to Profit by Avoiding the  
Investing Mistakes Everyone Else  
Makes  
The Motley Fool Investment  
Guide  
The Little Book of Main Street***

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## **Money**

### ***Because You Are Mine Part I The Strategies, Analyses, Decisions, and Emotions of a Particularly Successful Value Investor***

Exposes the truth about  
common investing myths and

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misconceptions and shows you how the truth shall set you free—to reap greater long-term and short-term gains Everybody knows that a strong dollar equals a strong economy, bonds are safer than stocks, gold is a



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safe investment and that high PEs signal high risk...right? While such "common-sense" rules of thumb may work for a time as investment strategies, as New York Times and Wall Street Journal bestselling

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author, Ken Fisher, vividly demonstrates in this wise, informative, wholly entertaining new book, they'll always let you down in the long run. Ken exposes some of the most common—and deadly—myths investors swear

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by, and he demonstrates why the rules-of-thumb approach to investing may be robbing you of the kinds returns you hope for. Dubbed by Investment Advisor magazine one of the 30 most influential individuals of

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the last three decades, Fisher is Chairman, and CEO of a global money management firm with over \$32 billion under management Fisher's Forbes column, "Portfolio Strategy," has been an extremely popular fixture in

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Forbes for more than a quarter century thanks to his many high-profile calls Brings together the best "bunks" by Wall Street's Master Debunker in a fun, easy-to-digest, bite-size format More than just a list

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of myths, Fisher meticulously explains of why each commonly held belief or strategy is dead wrong and how damaging it can be to your financial health Armed with this book, investors can immediately identify

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major errors they may be committing and adjust their strategies for greater investing success

Warren Buffett is the most famous investor of all time and one of today's most admired business leaders. He

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became a billionaire and investment sage by looking at companies as businesses rather than prices on a stock screen. The first two editions of The Warren Buffett Way gave investors their first in-depth look at



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the innovative investment and business strategies behind Buffett's spectacular success. The new edition updates readers on the latest investments by Buffett. And, more importantly, it draws on the

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new field of behavioral finance to explain how investors can overcome the common obstacles that prevent them from investing like Buffett. New material includes: How to think like a long-term investor - just

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like Buffett Why “loss aversion”, the tendency of most investors to overweight the pain of losing money, is one of the biggest obstacles that investors must overcome. Why behaving rationally in the face of

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the ups and downs of the market has been the key to Buffett's investing success Analysis of Buffett's recent acquisition of H.J. Heinz and his investment in IBM stock The greatest challenge to emulating Buffett is not

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in the selection of the right stocks, Hagstrom writes, but in having the fortitude to stick with sound investments in the face of economic and market uncertainty. The new edition explains the psychological

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foundations of Buffett's approach, thus giving readers the best roadmap yet for mastering both the principles and behaviors that have made Buffett the greatest investor of our generation.

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For Making Sense of  
Investing Today...the Fully  
Revised and Expanded Edition  
of the Bestselling The  
Motley Fool Investment Guide  
Today, with the Internet,  
anyone can be an informed  
investor. Once you learn to

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tune out the hype and focus on meaningful factors, you can beat the Street. The Motley Fool Investment Guide, completely revised and updated with clear and witty explanations, deciphers all the new



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information -- from evaluating individual stocks to creating a diverse investment portfolio. David and Tom Gardner have investing ideas for you -- no matter how much time or money you have. This new

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edition of The Motley Fool Investment Guide is built for today's investor, sophisticate and novice alike, with updated information on: Finding high-growth stocks that will beat the market over the long

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term Identifying volatile  
young companies that  
traditional valuation  
measures may miss Using  
Fool.com and the Internet to  
locate great sources of  
useful information  
Two years in MBA school

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won't teach you how to double the market's return. Two hours with The Little Book That Beats the Market will. In The Little Book, Joel Greenblatt, Founder and Managing Partner at Gotham Capital (with average

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annualized returns of 40% for over 20 years), does more than simply set out the basic principles for successful stock market investing. He provides a "magic formula" that is easy to use and makes buying good

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companies at bargain prices automatic. Though the formula has been extensively tested and is a breakthrough in the academic and professional world, Greenblatt explains it using 6th grade math, plain

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language and humor. You'll learn how to use this low risk method to beat the market and professional managers by a wide margin. You'll also learn how to view the stock market, why success eludes almost all

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individual and professional investors, and why the formula will continue to work even after everyone "knows" it.

Lessons from the Greatest Traders

A Practitioner's Guide to



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Automating Intelligent  
Investment and Eliminating  
Behavioral Errors  
The Little Book of Value  
Investing  
The Dhandho Investor  
The Only Way to Guarantee  
Your Fair Share of Stock

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**Market Returns**

**The Big Secret for the Small Investor**

The Little Book That Still Beats the Market  
John Wiley & Sons

A comprehensive value investing framework for the individual

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investor In a straightforward and accessible manner, The Dhandho Investor lays out the powerful framework of value investing. Written with the intelligent individual investor in mind, this comprehensive guide distills the

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Dhandho capital allocation framework of the business savvy Patels from India and presents how they can be applied successfully to the stock market. The Dhandho method expands on the groundbreaking principles of value

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investing expounded by Benjamin Graham, Warren Buffett, and Charlie Munger. Readers will be introduced to important value investing concepts such as "Heads, I win! Tails, I don't lose that much!," "Few Bets, Big Bets, Infrequent

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Bets," Abhimanyu's dilemma, and a detailed treatise on using the Kelly Formula to invest in undervalued stocks. Using a light, entertaining style, Pabrai lays out the Dhandho framework in an easy-to-use format. Any investor who adopts

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the framework is bound to improve on results and soundly beat the markets and most professionals. The United States is supposed to offer economic opportunity to everyone. It shouldn't take a worldwide pandemic and

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nationwide protests to bring economic and racial inequality to the forefront of problems we desperately need to solve. But now that the opportunity is here, what should we do? How can we create more equality, opportunity, and



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growth for everyone? Not someday, but what can government and the private sector do right now to disrupt a status quo that almost everyone wants to change? In *Common Sense*, the New York Times best-selling author Joel

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Greenblatt offers an investor's perspective on building an economy that truly works for everyone. With dry wit and engaging storytelling, he makes a lively and provocative case for disruptive new approaches—some

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drawn from personal experience, some from the outside looking in. How can leading corporations immediately disrupt our education establishment while creating high-paying job opportunities for those currently left behind? If we want a

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living wage for everyone, how can we afford it while using an existing program to get it done now? If we subsidize banks, what simple changes can we make to the way we capitalize and regulate them to help grow the economy, increase

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access, and create more jobs (while keeping the risks and benefits where they belong)? Greenblatt also explains how dramatically increasing immigration would be like giving every American a giant bonus and the reason

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Australia might be the best place to learn about saving for retirement.

Not everyone will agree with what Greenblatt has to say—but all of us can benefit from the conversations he aims to start.

Winner of the Pulitzer Prize and the

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National Book Award, this novel about a resilient and courageous woman has become a Broadway show and a cultural phenomenon. A PBS Great American Read Top 100 Pick Celie has grown up poor in rural Georgia, despised by the

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society around her and abused by her own family. She strives to protect her sister, Nettie, from a similar fate, and while Nettie escapes to a new life as a missionary in Africa, Celie is left behind without her best friend and



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confidante, married off to an older suitor, and sentenced to a life alone with a harsh and brutal husband. In an attempt to transcend a life that often seems too much to bear, Celie begins writing letters directly to God. The letters, spanning

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twenty years, record a journey of self-discovery and empowerment guided by the light of a few strong women. She meets Shug Avery, her husband's mistress and a jazz singer with a zest for life, and her stepson's wife, Sophia, who

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challenges her to fight for independence. And though the many letters from Celie ' s sister are hidden by her husband, Nettie ' s unwavering support will prove to be the most breathtaking of all. The Color Purple has sold more than

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five million copies, inspired an Academy Award-nominated film starring Oprah Winfrey and directed by Steven Spielberg, and been adapted into a Tony-nominated Broadway musical. Lauded as a literary masterpiece, this is the

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groundbreaking novel that placed Walker “in the company of Faulkner” (The Nation), and remains a wrenching–yet intensely uplifting–experience for new generations of readers. This ebook features a new introduction written

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by the author on the twenty-fifth anniversary of publication, and an illustrated biography of Alice Walker including rare photos from the author's personal collection. The Color Purple is the 1st book in the Color Purple Collection, which also

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includes The Temple of My Familiar and Possessing the Secret of Joy. How I Learned to Master My Mind, My Fears, and My Money to Achieve Financial Freedom and Live a More Authentic Life (with a Little Help from Warren Buffett,

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Charlie Munger, and My Dad)  
The Little Book of Common Sense  
Investing  
An American Crisis  
The Little Book That Makes You  
Rich  
How the Billionaire Contrarians of



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## Deep Value Beat the Market Concentrated Investing The Zulu Principle

There are many ways to make money in today's market, but the one strategy that has truly

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proven itself over the years is value investing. Now, with *The Little Book of Value Investing*, Christopher Browne shows you how to use this wealth-building strategy to

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successfully buy bargain stocks around the world. In 2005, Joel Greenblatt published a book that is already considered one of the classics of finance literature. In The Little

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Book that Beats the Market—a New York Times bestseller with 300,000 copies in print—Greenblatt explained how investors can outperform the popular market averages by simply

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and systematically applying a formula that seeks out good businesses when they are available at bargain prices. Now, with a new Introduction and Afterword for 2010, The

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Little Book that Still Beats the Market updates and expands upon the research findings from the original book. Included are data and analysis covering the recent

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financial crisis and model performance through the end of 2009. In a straightforward and accessible style, the book explores the basic principles of successful

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stock market investing and then reveals the author's time-tested formula that makes buying above average companies at below average prices automatic. Though the formula has been



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extensively tested and is a breakthrough in the academic and professional world, Greenblatt explains it using 6th grade math, plain language and humor. He shows how to use his

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method to beat both the market and professional managers by a wide margin. You'll also learn why success eludes almost all individual and professional investors,

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and why the formula will continue to work even after everyone “knows” it. While the formula may be simple, understanding why the formula works is the true key to success for

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investors. The book will take readers on a step-by-step journey so that they can learn the principles of value investing in a way that will provide them with a long term strategy

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that they can understand and stick with through both good and bad periods for the stock market. As the Wall Street Journal stated about the original edition, "Mr.

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Greenblatt...says his goal was to provide advice that, while sophisticated, could be understood and followed by his five children, ages 6 to 15. They are in luck. His

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‘Little Book’ is one of the best, clearest guides to value investing out there.”

THE NEW YORK TIMES  
BESTSELLING PHENOMENON  
From Beth Kery, the

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national bestselling author of *Explosive*, comes a red-hot romance like no other—where the rules of attraction are broken with that first electrifying touch. Meet Francesca and



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Ian. The fantasies of what's to come begin... Because You Are Mine, Part I Because You Tempt Me It starts with that first look, when you know you have to have him...

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Francesca Arno has been commissioned to create a grand centerpiece painting for the lobby of Ian Noble's new skyscraper. It's at a cocktail party in her honor that she

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first meets him—and the attraction is immediate for Francesca. It's also bewildering. She's not used to such a wholesale sexual response to a stranger. Enigmatic,

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darkly intense, with a commanding presence, Ian completely unnerves her. And she likes it. For Ian, she's the kind of woman he can't resist—one that comes all too rarely: a

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true innocent. But he can sense in her a desire to open up, to experiment, to give herself to the fantasies of a man in control. The first kiss, the first caress, the

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first challenge for a woman who craves what she's never had—a man who gets what he wants. More to come. Don't miss *Because You Are Mine, Part II*, available 8/7

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#1 NEW YORK TIMES  
BESTSELLER • “The clearest  
and best book out there to  
get you on the path to  
riches. This one’s  
special!”—Jim Cramer, host  
of CNBC’s Mad Money “Great

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tools for anyone wanting to dabble in the stock market.”—USA Today Phil Town is a very wealthy man, but he wasn't always. In fact, he was living on a salary of \$4,000 a year



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when some well-timed advice launched him down a highway of investing self-education that revealed what the true “rules” are and how to make them work in one’s favor. Chief

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among them, of course, is Rule #1: “Don’t lose money.” In this updated edition to the #1 national bestseller, you’ll learn more of Phil’s fresh, think-outside-the-box

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rules, including:

- Don't diversify
- Only buy a stock when it's on sale
- Think long term—but act short term to maximize your return
- And most of all, beat the big

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investors at their own game by using the tools designed for them! As Phil demonstrates in these pages, giant mutual funds can't help but regress to the mean—and as we've all

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learned in recent years, that mean could be very disappointing indeed. Fortunately, Rule #1 takes readers step-by-step through a do-it-yourself process, equipping even

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the biggest investing-phobes with the tools they need to make quantum leaps toward financial security—regardless of where the market is headed.

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What the Rich Do to Stay  
Wealthy in Up and Down  
Markets

The Encyclopaedia  
Britannica

Making extraordinary  
profits from ordinary

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shares

Quantitative Value, + Web  
Site

Because You Tempt Me

How not to be your own  
worst enemy

A Practical Guide to an



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Experimental Approach in  
Digital Marketing

***Increase profit and limit risk with swing trading basics Swing trading is all about riding the momentum of brief price changes in trending stocks. Although it can be risky, swing trading is popular for a***

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***reason, and Swing Trading For Dummies, 2nd Edition, will show you how to manage the risk and navigate the latest markets to succeed at this lucrative trading strategy. In this updated edition, you'll find expert guidance on new accounting rules, the 2018 tax law,***

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***trading in international markets, algorithmic trading, and more. Plus, learn about the role social media now plays in moving asset prices, and how you can tap into online trends to ride price swings. Understand money management, journal keeping, and strategy***

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***planning Focus on fundamental analysis to increase your chance of success Evaluate companies to screen for under- or overvalued stocks Develop and implement your trading plan and calculate performance Starting from the basic differences between swing trading***

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***and other trading styles and progressing through plain-English explanations of more advanced topics like charts and reporting standards, Swing Trading For Dummies will help you maintain and grow your assets with swing trading in any market!***

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***Jeffrey Hirsch discusses how to capture market-beating returns by following specific stock market cycles While predicting the direction of the stock market at any given point is difficult, it's a fact that the market exhibits well-defined and sometimes predictable patterns.***

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***While cycles donot repeat exactly all of the time, statistical evidence suggeststhat cyclical tendencies are very strong and should not be ignoredby investors. The Little Book of Stock Market Cycles willshow you how to profit from these recurring stock market***

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***patterns and cycles. Written by Jeffrey Hirsch, President of the Hirsch Organization and Editor-in-Chief of the Stock Trader's Almanac, this reliable resource explains why these cycles occur, provides the historical evidence behind them, and shows you how to***



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***capture consistent profits from them moving forward. In addition to describing his most widely followed cycles and patterns, Hirsch also discusses both longer term boom-bust economic cycles and shorter term tendencies involving the best days, weeks, and months***

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***of the year to trade the market. The methods found here follow everything from presidential election cycles to the "Santa Claus" effect***  
***Written by Jeffrey Hirsch, the pre-eminent authority on market cycles and seasonal patterns***  
***The strategies explored are easy-to-***

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***implement, and based on research that has proven profitable over the course of time For investors looking to beat the buy-and-hold philosophy, The Little Book of Stock Market Cycles will provide simple, actionable ideas that have stood the test of time and***

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***consistently outperformed the market.***

***A comprehensive and practical guide to the stock market from a successful fund manager—filled with case studies, important background information, and all the tools you'll need to become a stock market***

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***genius. Fund manager Joel Greenblatt has been beating the Dow (with returns of 50 percent a year) for more than a decade. And now, in this highly accessible guide, he's going to show you how to do it, too. You're about to discover investment opportunities***

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***that portfolio managers, business-school professors, and top investment experts regularly miss—uncharted areas where the individual investor has a huge advantage over the Wall Street wizards. Here is your personal treasure map to special situations***

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*in which big profits are possible,  
including: · Spin-offs ·  
Restructurings · Merger Securities ·  
Rights Offerings · Recapitalizations  
· Bankruptcies · Risk Arbitrage  
Discover the secrets of the world's  
top concentrated value investors  
Concentrated Investing: Strategies*

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***of the World's Greatest  
Concentrated Value Investors  
chronicles the virtually  
unknown—but wildly  
successful—value investors who  
have regularly and spectacularly  
blown away the results of even the  
world's top fund managers. Sharing***



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***the insights of these top value investors, expert authors Allen Benello, Michael van Biema, and Tobias Carlisle unveil the strategies that make concentrated value investing incredibly profitable, while at the same time showing how to mitigate risk over time.***

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***Highlighting the history and approaches of four top value investors, the authors tell the fascinating story of the investors who dare to tread where few others have, and the wildly-successful track records that have resulted. Turning the notion of diversification***

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***on its head, concentrated value investors pick a small group of undervalued stocks and hold onto them through even the lean years. The approach has been championed by Warren Buffett, the best known value investor of our time, but a small group of lesser-***

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***known investors has also used this approach to achieve outstanding returns. Discover the success of Lou Simpson, a former GEICO investment manager and eventual successor to Warren Buffett at Berkshire Hathaway Read about Kristian Siem, described as***

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***"Norway's Warren Buffett," and the success he has had at Siem Industries Concentrated Investing will quickly have you re-thinking the conventional wisdom related to diversification and learning from the top concentrated value investors the world has never heard***

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*of.*

***The Warren Buffett Way***

***The Low-Risk Value Method to High  
Returns***

***You Can Be a Stock Market Genius  
Common Sense***

***The Investor's Guide to Equality,  
Opportunity, and Growth***

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***A Proven Market-Beating Formula for Growth Investing***

***21 Simple Truths that Help Real People Make Real Money***

*Profit from a powerful, proven investment strategy The Little Book That Makes You Rich is the latest book in the popular "Little*

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*Book, Big Profits" series. Written by Louis Navellier -- one of the most well-respected and successful growth investors of our day -- this book offers a fundamental understanding of how to get rich using the best in growth investing strategies.*



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*Navellier has made a living by picking top, actively traded stocks and capturing unparalleled profits from them in the process. Now, with The Little Book That Makes You Rich, he shows you how to find stocks that are poised for rapid price increases, regardless*

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*of overall stock market direction. Navellier also offers the statistical and quantitative measures needed to measure risk and reward along the path to profitable growth stock investing. Filled with in-depth insights and practical advice, The Little Book*

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*That Makes You Rich gives individual investors specific tools for selecting stocks based on the factors that years of research have proven to lead to growth stock profits. These factors include analysts' moves, profit margins expansion, and rapid*

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*sales growth. In addition to offering you tips for not paying too much for growth, the author also addresses essential issues that every growth investor must be aware of, including which signs will tell you when it's time to get rid of a stock and how to*

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*monitor a portfolio in order to maintain its overall quality. Accessible and engaging, The Little Book That Makes You Rich outlines an effective approach to building true wealth in today's markets. Louis Navellier (Reno, NV) has one of the most*

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*exceptional long-term track records of any financial newsletter editor in America. As a financial analyst and editor of investment newsletters since 1980, Navellier's recommendations (published in Emerging Growth) have gained*

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*investors, his Quantum Growth service for active traders seeking shorter-term gains, and his Global Growth service for active traders focused on high growth global stocks.*

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*How to Value a Company, Pick a  
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*American Gods*

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A hedge fund manager and Columbia Business School professor shows, in step-by-step fashion, how "beating the

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market" can be made simple and easy for investors of any age.

In this essential handbook—a blend of Rich Dad, Poor Dad and The Happiness Project—the co-host of the



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wildly popular InvestED podcast shares her yearlong journey learning to invest, as taught to her by her father, investor and bestselling author Phil Town. Growing up, the words finance, savings,

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and portfolio made Danielle Town's eyes glaze over, and the thought of stocks and financial statements shut down her brain. The daughter of a successful investor and bestselling financial author of

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Rule #1, Phil Town, she spent most of her adult life avoiding investing—until she realized that her time-consuming career as lawyer was making her feel anything but in control of her life or her money.

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Determined to regain her freedom, vote for her values with her money, and deal with her fear of the unpredictable stock market, she turned to her father, Phil, to help her take charge of her life and her

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future through Warren Buffett-style value investing. Over the course of a year, Danielle went from avoiding everything to do with the financial industrial complex to knowing exactly how and when to invest in

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wonderful companies. In Invested, Danielle shows you how to do the same: how to take command of your own life and finances by choosing companies with missions that match your values, using the

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same gold standard strategies that have catapulted Warren Buffett and Charlie Munger to the top of the Forbes 400. Avoiding complex math and obsolete financial models, she turns her father's investing

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knowledge into twelve easy-to-understand lessons. In each chapter, Danielle examines the investment strategies she mastered as her increasing know-how deepens the trust between her and her father.



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Throughout, she streamlines the process of making wise financial decisions and shows you just how easy—and profitable—investing can be. Capturing a warm, charming, and down-to-earth give and

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take between a headstrong daughter and her mostly patient dad, Invested makes the complex world of investing simple, straightforward, and approachable, and will help you formulate your own

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investment plan—and foster the confidence to put it into action.

Shadow is a man with a past. But now he wants nothing more than to live a quiet life with his wife and stay out of

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trouble. Until he learns that she's been killed in a terrible accident. Flying home for the funeral, as a violent storm rocks the plane, a strange man in the seat next to him introduces himself. The man

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calls himself Mr. Wednesday, and he knows more about Shadow than is possible. He warns Shadow that a far bigger storm is coming. And from that moment on, nothing will ever be the same...

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An accessible, and intuitive, guide to stock valuation. Valuation is at the heart of any investment decision, whether that decision is to buy, sell, or hold. In *The Little Book of Valuation*, expert Aswath

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Damodaran explains the techniques in language that any investors can understand, so you can make better investment decisions when reviewing stock research reports and engaging in

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independent efforts to value and pick stocks. Page by page, Damodaran distills the fundamentals of valuation, without glossing over or ignoring key concepts, and develops models that you can



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easily understand and use. Along the way, he covers various valuation approaches from intrinsic or discounted cash flow valuation and multiples or relative valuation to some elements of real

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accompanying iPhone application (iVal) that makes the lessons of the book immediately useable Written with the individual investor in mind, this reliable guide will not only help you value a

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company quickly, but will also help you make sense of valuations done by others or found in comprehensive equity research reports. The Little Book of Market Myths

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*Deep insight and candid  
discussion from one of Wall  
Street's best investors  
Common Stocks and Common  
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*insight into common stock investing, using a case-study approach based on real-world investments. Author Edgar Wachenheim is the 28-year CEO of Greenhaven Associates, boasting an average annual portfolio*

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*comparable to Warren Buffet's. In this book, he shares his knowledge and experiences by providing detailed analyses of actual investments made by himself and other investors. The discussion covers the entire*



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*investment process,  
including the softer, human  
side, with candid insight  
into the joys and  
frustrations, intensities  
and pressures, and risks and  
uncertainties. The unique  
emphasis on behavioral*

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creatively and minimize risk  
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strategy on a case-by-case  
basis Investment principles  
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*happened. Investors seeking real insight, real expertise, and a proven track record will find Common Stocks and Common Sense a uniquely useful resource.*

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*through college, and save for retirement. To the rescue comes Jonathan Clements with 21 easy-to-follow rules to help you secure your financial future. Clements has spent a quarter century demystifying*

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*Wall Street for ordinary,  
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including more than thirteen  
years as the Wall Street  
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*life—not just stocks and  
bonds, but your home, your  
debts, your financial  
promises to your children,  
your income-earning ability,  
and so much more. They will  
help you not only survive  
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management, overseas markets  
and the investor's  
relationship with his or her  
broker. From The Zulu  
Principle you will learn  
exactly when to buy shares  
and, even more important,*

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'extraordinary profits from  
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information, new insights,  
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*tenth anniversary edition includes updated data and new information but maintains the same long-term perspective as in its predecessor. Bogle has also added two new chapters designed to provide further*

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*guidance to investors: one on asset allocation, the other on retirement investing. A portfolio focused on index funds is the only investment that effectively guarantees your fair share of stock market*

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*returns. This strategy is favored by Warren Buffett, who said this about Bogle: "If a statue is ever erected to honor the person who has done the most for American investors, the hands-down choice should be Jack Bogle.*

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*than they otherwise would have earned. He is a hero to them and to me." Bogle shows you how to make index investing work for you and help you achieve your financial goals, and finds support from some of the*

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*world's best financial minds: not only Warren Buffett, but Benjamin Graham, Paul Samuelson, Burton Malkiel, Yale's David Swensen, Cliff Asness of AQR, and many others. This new edition of The Little*

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*Investing offers you the same solid strategy as its predecessor for building your financial future. Build a broadly diversified, low-cost portfolio without the risks of individual stocks,*



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## *Finding Great Investments The Little Book That Still Beats the Market*

A timely guide to making the best investment strategies even better A wide variety of strategies have been identified over the years, which

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purportedly outperform the stock market. Some of these include buying undervalued stocks while others rely on technical analysis techniques. It's fair to say no one method is fool proof and most go through both up and down periods. The challenge for an investor

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is picking the right method at the right time. The Little Book of Stock Market Profits shows you how to achieve this elusive goal and make the most of your time in today's markets. Written by Mitch Zacks, Senior Portfolio Manager of Zacks Investment Management, this



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latest title in the Little Book series reveals stock market strategies that really work and then shows you how they can be made even better. It skillfully highlights earnings-based investing strategies, the hallmark of the Zacks process, but it also identifies

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strategies based on valuations, seasonal patterns and price momentum.

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how the performance of each strategy examined can be improved by combining into them into a multifactor approach Gives investors a clear path to integrating the best investment strategies of all time into their own personal portfolio Investing can be

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difficult, but with the right strategies you can improve your overall performance. The Little book of Stock Market Profits will show you how. Protect assets during times of crisis with this new edition of the New York Times bestseller! When the first edition

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of this book appeared it was before the economic crash. This new edition shows how David Darst's particular kind of asset allocation helped his investors during that volatile period. It also contains a discussion of downside and risk tolerance and new self-tests

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for determining your risk tolerance. And, finally, it reveals how the asset allocation model has changed since 2008. In all of these areas, the author will continue to include new insightful anecdotes like those that peppered the first edition. Shows how to tap into the

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use of asset allocation strategies to protect your investments Offers updated information on downside and risk tolerance The next step resource from a managing director of Morgan Stanley and the bestselling author David Darst Includes a Foreword by

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fund manager Peter Lynch explains the advantages that average investors have over professionals and how they can use these advantages to achieve financial success. America's most successful money manager tells how average investors can beat the pros by

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using what they know. According to Lynch, investment opportunities are everywhere. From the supermarket to the workplace, we encounter products and services all day long. By paying attention to the best ones, we can find companies in which to invest before

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the professional analysts discover them. When investors get in early, they can find the “tenbaggers,” the stocks that appreciate tenfold from the initial investment. A few tenbaggers will turn an average stock portfolio into a star performer. Lynch offers easy-to-follow

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advice for sorting out the long shots from the no-shots by reviewing a company's financial statements and knowing which numbers really count. He offers guidelines for investing in cyclical, turnaround, and fast-growing companies. As long as you invest for

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the long term, Lynch says, your portfolio can reward you. This timeless advice has made *One Up on Wall Street* a #1 bestseller and a classic book of investment know-how.

A detailed guide to overcoming the most frequently encountered

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psychological pitfalls of investing Bias, emotion, and overconfidence are just three of the many behavioral traits that can lead investors to lose money or achieve lower returns. Behavioral finance, which recognizes that there is a psychological element to all investor

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decision-making, can help you overcome this obstacle. In *The Little Book of Behavioral Investing*, expert James Montier takes you through some of the most important behavioral challenges faced by investors. Montier reveals the most common

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psychological barriers, clearly showing how emotion, overconfidence, and a multitude of other behavioral traits, can affect investment decision-making. Offers time-tested ways to identify and avoid the pitfalls of investor bias  
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as investors are so predictably irrational, and a guide to help us channel our 'Inner Spock' to make better investment decisions. Bravo!"  
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investing is more prevalent than ever, whether directly or indirectly through brokerage accounts, exchange-traded funds, mutual funds, or retirement plans. Despite this, the vast majority of individual investors have no training on how to pick stocks. And, until now, there hasn't been a truly accessible,

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easy-to-understand resource available to help them. The Little Book of Investing Like the Pros was written to fill this void. We believe the simplicity and accessibility of our stock picking framework is truly unique. Using real-world examples and actual Wall Street models used by the pros, we teach you

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how to pick stocks in a highly accessible, step-by-step manner. Our goal is straightforward—to impart the skills necessary for finding high-quality stocks while protecting your portfolio with risk management best practices. Our practical approach is designed to help demystify the investing process,

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Prize—an intimate account of the devastating effects of gun violence on our nation's children, and a call to action for a new way forward In 2017, seven-year-old Ava in South Carolina wrote a letter to Tyshaun, an eight-year-old boy from Washington, DC. She asked him to be her pen pal; Ava



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thought they could help each other. The kids had a tragic connection—both were traumatized by gun violence. Ava's best friend had been killed in a campus shooting at her elementary school, and Tyshaun's father had been shot to death outside of the boy's elementary school. Ava's and

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Tyshaun's stories are extraordinary, but not unique. In the past decade, 15,000 children have been killed from gunfire, though that number does not account for the kids who weren't shot and aren't considered victims but have nevertheless been irreparably harmed by gun violence. In *Children Under Fire*,

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John Woodrow Cox investigates the effectiveness of gun safety reforms as well as efforts to manage children's trauma in the wake of neighborhood shootings and campus massacres, from Columbine to Marjory Stoneman Douglas. Through deep reporting, Cox addresses how we can effect change

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now, and help children like Ava and Tyshaun. He explores their stories and more, including a couple in South Carolina whose eleven-year-old son shot himself, a Republican politician fighting for gun safety laws, and the charlatans infiltrating the school safety business. In a moment when the

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country is desperate to better understand and address gun violence, Children Under Fire offers a way to do just that, weaving wrenching personal stories into a critical call for the United States to embrace practical reforms that would save thousands of young lives.

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In *The Little Book That Builds Wealth*, author Pat Dorsey—the Director of Equity Research for leading independent investment research provider Morningstar, Inc.—reveals why competitive advantages, or economic moats, are such strong indicators of great long-term

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investments and examines four of their most common sources: intangible assets, cost advantages, customer-switching costs, and network economics. Along the way, he skillfully outlines this proven approach and reveals how you can effectively apply it to your own investment endeavors.

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Men And How You Can Too  
Common Stocks and Common Sense  
Children Under Fire  
Five Steps for Picking Stocks  
The Little Book of Investing Like the  
Pros