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Introduces important new findings in psychology to demonstrate why most investment strategies are flawed, outlining atypical strategies designed to prevent over- and under-valuations while crash-proofing a portfolio.

IN 1975, legendary value investor Benjamin Graham wrote that his net-net stock strategy worked so well that he had renounced all other value investing strategies. In his 2014 shareholder letter, Warren Buffett wrote that he earned the highest returns of his career employing this 'cigar butt' approach to investing. And despite the widespread assumption that net-net stocks are a relic of the past, Graham's net-net stock strategy is just as viable today for small private investors as it was for Buffett's 'superinvestors' during their early careers. Net-net investing remains the most powerful value investing approach a small investor can adopt. This book is your ultimate practical guide to implementing it - and reaping the rewards - in today's mar-

kets. Evan Bleker has spent ten years studying Graham's strategy to uncover its real-world performance, how to employ it, and why it works. He's also dug deeply to identify additional criteria to boost returns and ensure a greater number of winners. In this book, Evan defines the strategy for investors, then walks readers through the strategy's philosophy, as well as academic and industry studies assessing the framework, and its implementation by world-class value investors such as Benjamin Graham, Warren Buffett, and Peter Cundill. He also compiles selection criteria into a practical checklist for investors, and documents how the strategy works in today's markets with exclusive detailed case studies.

Alphanomics: The Informational Underpinnings of Market Efficiency is intended to be a compact introduction to academic research on market efficiency, behavioral finance, and fundamental analysis and is dedicated to the kind of decision-driven and prospectively-focused research that is much needed in a market

constantly seeking to become more efficient. The authors refer to this type of research as Alphanomics, the informational economics behind market efficiency. Alpha refers to the abnormal returns, which provide the incentive for some subpopulation of investors to engage in information acquisition and costly arbitrage activities. Nomics refers to the economics of alpha extraction, which encompasses the costs and incentives of informational arbitrage as a sustainable business proposition. Some of the questions that are addressed include: why do we believe markets are efficient?; what problems have this belief engendered?; what factors can impede and/or facilitate market efficiency?; what roles do investor sentiment and costly arbitrage play in determining an equilibrium level of informational efficiency?; what is the essence of value investing?; how is it related to fundamental analysis (the study of historical financial data)?; and how might we distinguish between risk and mispricing based explanations for predictability patterns in returns? The first two sections review the evolution of academic thinking on market efficiency and introduce the noise trader model as a rational alternative. Section 3 surveys the literature on investor sentiment and its role as a source of both risks and returns. Section 4 discusses the role of fundamental analysis in value investing. Section 5 reviews the literature on limits to arbitrage, and section 6 discusses research methodology issues associated with the need to distinguish mispricing from risk.

The World Public Sector Report will be published every two years with the intention of reviewing major trends and issues concerning public administration and governance. This inaugural issue of the

report considers the process of globalisation and the challenges and opportunities it offers for the role of the public sector in countries around the world. It is increasingly being acknowledged that the State is a key actor in the development process and has a major role to play in making globalisation work for all, for example in alleviating poverty and income inequality, advancing human rights, promoting sustainable development and combating international crime. Issues discussed in the report include: the many facets of globalisation; its impact on the State; reinforcing state institutions and social policies; defining and measuring the size of the State.

A detailed look at how Warren Buffett really invests In this engaging new book, author Prem Jain extracts Warren Buffett's wisdom from his writings, Berkshire Hathaway financial statements, and his letters to shareholders and partners in his partnership firms-thousands of pages written over the last fifty years. Jain uncovers the key elements of Buffett's approach that every investor should be aware of. With *Buffett Beyond Value*, you'll learn that, contrary to popular belief, Warren Buffett is not a pure value investor, but a unique thinker who combines the principles of both value and growth investing strategies. You'll also discover why understanding CEOs is more important than studying financial metrics; and why you need an appropriate psychological temperament to be a successful investor. Reveals Buffett's multifaceted investment principles Discusses how Buffett thinks differently from others about portfolio diversification, market efficiency, and corporate governance Highlights how you can build a diverse and profitable investment portfolio With this book as your guide, you'll learn how to successfully invest like War-

ren Buffett.

A "hands-on" guide to applied equity analysis and portfolio management From asset allocation to modeling the intrinsic value of a stock, *Applied Equity Analysis and Portfolio Management + Online Video Course* offers readers a solid foundation in the practice of fundamental analysis using the same tools and techniques as professional investors. Filled with real-world illustrations and hands-on applications, Professor Weigand's learning system takes a rigorous, empirical approach to topics such as analyzing the macro-finance environment, sector rotation, financial analysis and valuation, assessing a company's competitive position, and reporting the performance of a stock portfolio. Unlike typical books on this subject—which feature chapters to read and exercises to complete—this resource allows readers to actively participate in the learning experience by completing writing exercises and manipulating interactive spreadsheets that illustrate the principles being taught. The learning system also features instructional videos that demonstrate how to use the spreadsheet models and excerpts from the author's blog, which are used to depict additional examples of the analysis process. Along the way, it skillfully outlines an effective approach to creating and interpreting outputs typically associated with a top-down money management shop — including a macroeconomic forecasting newsletter, detailed stock research reports, and a portfolio performance attribution analysis. Covers topics including active and passive money management, fundamental analysis and portfolio attribution analysis Companion streaming videos show how to use free online data to create your own analyses of key economic indicators, individual stocks, and stock portfolios A valuable re-

source for universities who have applied equity analysis and portfolio management courses Practical and up-to-date, the book is an excellent resource for those with a need for practical investment expertise.

The most trustworthy source of information available today on savings and investments, taxes, money management, home ownership and many other personal finance topics.

A hands-on guide for managers to keep their on-line business secure Written by a respected expert in the field of e-commerce, *Safety Net* shows managers, considering Web commerce, the different types of attacks online businesses can experience and details prevention, detection, and recovery countermeasures. Kathleen Sindell provides managers with easy-to-follow directions on how to determine exactly how vulnerable their current system is and how to create an effective security policy that meets the unique requirements of an online business. Readers will learn how to set security policies for customers and internal users; uncover the most common online business vulnerabilities; ensure their business from new types of frauds and cyber crimes; acquire defense tactics for today and tomorrow's virus outbreaks; use multitiered security approaches for protecting distributed offices; and much more.

Adopt the investment strategy that built Warren Buffett's fortune *Invest Like a Guru* provides an invaluable resource for high-quality-focused value investing, with expert insight and practical tools for implementation. Written by the man behind *GuruFocus.com*, this book expands on the site's value strategies and research tools to provide a primer for those exploring pathways to higher re-

turns at lower risk. The book begins with an insightful explanation of high-quality--focused value investing concepts, then quickly moves into practical, detailed guidance on analysis, valuation, key factors, and risks to avoid. Case studies demonstrate real-world application of various analysis methods, and the discussion walks you through important calculations using real examples. Author Charlie Tian draws upon his own experiences and lessons learned to provide true insight on high-quality-focused value investing as a strategy, providing both reference and expert advice in this singularly useful guide. Warren Buffett once said, "I would rather buy good companies at fair prices than buy fair companies at good prices." That's how he built his fortune, and his method is what we now call high-quality--focused value investing. This book shows you how to determine what constitutes "good companies" and "fair prices," with practical tools for real-world application. Learn the principles and concepts of high-quality-focused value investing Understand the analysis process and valuation of prospective investments Avoid the value traps that can trigger permanent losses Study clear examples of key ratios and calculations We can't all become the next Warren Buffett, but we can boost returns while reducing risk using the right investment strategy. High-quality-focused value investing provides a path to profit, and *Invest Like a Guru* is the one-of-a-kind guidebook for getting on track.

With over 300,000 copies sold, the new edition of this comprehensive mentoring guide clearly presents all of the essential information needed to learn to trade options. Whereas most options books focus on profit and loss opportunities, this book addresses the issues of hedging market risks in an equity portfolio head

on. The author presents the compelling argument that options should not be thought of as risky stand-alone trading vehicles, but offer greater value as a coordinated strategic methodology for managing equity portfolio risks as presented in numerous examples in this book. Divided into four parts, *Options* reflects a guiding standard of the past nine editions and includes: Crystal clear explanations of the attributes and strategies of calls and puts. A chapter on the short life of an option. This, missing in almost every options book, is a key to understanding options trading. Examples in Part 1 showing different trading strategies on both sides of the trade. The second part of the book is about closing positions; taking profit, exercising, expirations or rolling forward your position, risk analysis, profit calculations, and the impact of volatility. The third part simplifies the complex issues of advanced strategies including the various spreads, combining spreads to successfully hedge other positions and how certain strategies work. Each spread is covered in at least one detailed example. The final part is on evaluating risk. The unquestioned benefits of hedging risk and strategies that are virtually guaranteed to succeed that are generally the domain of the investment giants along with many examples are discussed. The book's broad coverage makes it an incredibly valuable desk reference to any trader in options. You won't get explanations like these on the internet. Michael C. Thomsett is a market expert, author, speaker, and coach. His many books include *Stock Market Math*, *Candlestick Charting*, *The Mathematics of Options*, and *A Technical Approach to Trend Analysis*. Click here to see an interview with the author. <https://youtu.be/8bgrgLB3Mx4>

In this sprawling and ambitious book

John Braithwaite successfully manages to link the contemporary dynamics of macro political economy to the dynamics of citizen engagement and organisational activism at the micro instestacies of governance practices. This is no mean feat and the logic works. . . Stephen Bell, *The Australian Journal of Public Administration* Everyone who is puzzled by modern regulocracy should read this book. Short and incisive, it represents the culmination of over twenty years work on the subject. It offers us a perceptive and wide-ranging perspective on the global development of regulatory capitalism and an important analysis of points of leverage for democrats and reformers. Christopher Hood, *All Souls College, Oxford, UK* It takes a great mind to produce a book that is indispensable for beginners and experts, theorists and policymakers alike. With characteristic clarity, admirable brevity, and his inimitable mix of description and prescription, John Braithwaite explains how corporations and states regulate each other in the complex global system dubbed regulatory capitalism. For Braithwaite aficionados, *Regulatory Capitalism* brings into focus the big picture created from years of meticulous research. For Braithwaite novices, it is a reading guide that cannot fail to inspire them to learn more. Carol A. Heimer, *Northwestern University, US* Reading *Regulatory Capitalism* is like opening your eyes. John Braithwaite brings together law, politics, and economics to give us a map and a vocabulary for the world we actually see all around us. He weaves together elements of over a decade of scholarship on the nature of the state, regulation, industrial organization, and intellectual property in an elegant, readable, and indispensable volume. Anne-Marie Slaughter, *Princeton University, US* Encyclopedic in scope,

chock full of provocative even jarring claims, *Regulatory Capitalism* shows John Braithwaite at his transcendental best. Ian Ayres, *Yale Law School, Yale University, US* Contemporary societies have more vibrant markets than past ones. Yet they are more heavily populated by private and public regulators. This book explores the features of such a regulatory capitalism, its tendencies to be cyclically crisis-ridden, ritualistic and governed through networks. New ways of thinking about resultant policy challenges are developed. At the heart of this latest work by John Braithwaite lies the insight by David Levi-Faur and Jacint Jordana that the welfare state was succeeded in the 1970s by regulatory capitalism. The book argues that this has produced stronger markets, public regulation, private regulation and hybrid private/public regulation as well as new challenges such as a more cyclical quality to crises of market and governance failure, regulatory ritualism and markets in vice. However, regulatory capitalism also creates opportunities for better design of markets in virtue such as markets in continuous improvement, privatized enforcement of regulation, open source business models, regulatory pyramids with networked escalation and meta-governance of justice. *Regulatory Capitalism* will be warmly welcomed by regulatory scholars in political science, sociology, history, economics, business schools and law schools as well as regulatory bureaucrats, policy thinkers in government and law and society scholars. *The New Psychology of Money* is an accessible and engrossing analysis of our psychological relationship to money in all its forms. Comprehensive and insightful, Adrian Furnham explores the role that money plays in a range of contexts, from the family to the high street, and

asks whether the relationship is always a healthy one. Discussing how money influences what we think, what we say, and how we behave in a range of situations, the book places the dynamics of high finance and credit card culture in context with traditional attitudes towards wealth across a range of cultures, as well as how the concept of money has developed historically. The book is split into four sections: Understanding Money. What are our attitudes to money, and how does nationality, history and religion mediate those attitudes? Money in the Home How do we grow up with money, and what role does it play within the family? What role does gender play, and can we lose control in dealing with money? Money at Work. Are we really motivated by money at work? And what methods do retailers use to persuade us to part with our money? Money in Everyday Life. How do we balance the need to create more money for ourselves through investments with the desire to make charitable contributions, or give money to friends and family? How has the e-revolution changed our relationship to money? Radically updated from its original publication in 1998, *The New Psychology of Money* is a timely and fascinating book on the psychological impact of an aspect of daily life we generally take for granted. It will be of interest to all students of psychology, economics and business and management, but also anyone who takes an interest in the world around them.

Crescenzi makes frequent appearances on CNBC, Bloomberg, and NBC's "Wall Street Journal Report with Maria Bartiromo" and he has acted as advisor to members of the White House The author is a featured columnist for *thestreet.com's* "Real Money" and has a strong profession-

al following The book covers all major instruments and investment choices

In *100 to 1 in the Stock Market*, Thomas Phelps discloses the secrets and strategies to increasing your wealth one hundredfold through buy-and-hold investing. Unlike the short-term trading trends that are popular today, Phelps's highly logical, yet radical approach focuses on identifying compounding machines in public markets, buying their stocks, and holding these investments long term for at least ten years. In this indispensable guide, Phelps analyzes what made the big companies of his day so profitable for the diligent, long-term investor. You will learn how to identify and invest in profitable business models without visible growth ceilings that will quickly increase your earnings. Worth its weight in gold (and then some), *100 to 1 in the Stock Market* illuminates the way to the path of long-term wealth for you and your heirs. With this classic, yet highly relevant approach, you will pick companies wisely and watch your investments soar! Thomas William Phelps (1902-1992) spent over 40 years in the investing world working as a private investor, columnist, analyst, and financial advisor. His illustrious investing career began just before the stock market crash in 1929 and lasted into the 1970s. In 1927, he began his career with *The Wall Street Journal* where he was a reporter, news editor, and chief. Beginning in 1936, he edited *Barron's National Financial Weekly*. From 1949 to 1960, he served as an assistant to the chairman and manager of the economics department at *Socony Mobil Oil*. Following this venture, he was a partner in the investment firm of *Scudder, Stevens & Clark* until his retirement in 1970. "One of the five greatest investment books you've never heard of" -- *The Daily Reckoning*

"Of all the books on investing that I've read over the years, 100 to 1 in the stock market one was at once, the most pleasurable and most challenging to my own beliefs." -- Value Walk (ValueWalk.com) "For years we handed out copies of Mr. Phelps book as bonuses." -- Timothy Lutts, Cabot Investing Advice, one of the largest investment advisories and newsletters in the country since 1970

During the past few decades, private equity (PE) has attracted considerable attention from investors, practitioners, and academicians. In fact, a substantial literature on PE has emerged. PE offers benefits for institutional and private wealth management clients including diversification and enhancement of risk-adjusted returns. However, several factors such as liquidity concerns, regulatory restrictions, and the lack of transparency limit the attractiveness of some PE options to investors. The latest volume in the Financial Markets and Investments Series, *Private Equity: Opportunities and Risks* offers a synthesis of the theoretical and empirical literature on PE in both emerging and developed markets. Editors H. Kent Baker, Greg Filbeck, Halil Kiy-maz and their co-authors examine PE and provide important insights about topics such as major types of PE (venture capital, leveraged buyouts, mezzanine capital, and distressed debt investments), how PE works, performance and measurement, uses and structure, and trends in the market. Readers can gain an in-depth understanding about PE from academics and practitioners from around the world. *Private Equity: Opportunities and Risks* provides a fresh look at the intriguing yet complex subject of PE. A group of experts takes readers through the core topics and issues of PE, and also examines the latest trends and cutting-edge developments in the field. The

coverage extends from discussing basic concepts and their application to increasingly complex and real-world situations. This new and intriguing examination of PE is essential reading for anyone hoping to gain a better understanding of PE, from seasoned professionals to those aspiring to enter the demanding world of finance.

Wealth Management has two themes: Private Banking and investment decisions regarding Structural Financial Products. Dr. Dimitris Chorafas examines in a rigorous way whether structured financial products are advisable investments for retail and institutional investors and, if yes, which risks they entail. As our society becomes increasingly affluent, and state-supported pension schemes find it difficult to survive, a growing number of high net-worth individuals, and families, have become retail investors – looking for ways and means to optimize wealth management, and Private Banking deals with these sorts of clients. Private banking also deals with clients that are institutional investors, such as pension funds, mutual funds, and insurance companies, as well as not-for-profits, foundations and companies explicitly set up for wealth management. Both institutional and retail investors are being offered by the banks they work with structured products. Typically, these are securities that provide them with a redemption amount, with may be either with full or partial capital protection, and some type of return. The book examines structured financial products, their polyvalent nature, and the results which could be expected from them. Return on structural instruments, which are essentially derivatives, is paid in function of a specific investment strategy on selected underlying asset(s). This essentially means on

the performance of the underlyings, obtained by asset managers, which may be banks or hedge funds, through purchase or sale of embedded options. But there are risks. Both risk and return from structured products are related to three main issues: the volatility of future value of an underlying, the uncertainty of future events, and the exposure of the product. Every type of investment is subject to market forces, and the more leveraged a portfolio is, the greater will probably be both the assumed risk and the expected reward. The fact that structured financial products appeal, or at least are being marketed, to both retail investors and institutional investors makes the dual approach deliberately chosen in this book most advisable. This book addresses all these issues in a practical manner with numerous case studies and real-world examples drawn from the author's intensive research. Because it is based on intensive research, the book is rich in practical examples and case studies. Addresses the growing trend towards the use of structured financial instruments in private banking. Thorough treatment of structured financial products that keeps maths to a minimum.

Equity Valuation: Models from the Leading Investment Banks is a clear and reader-friendly guide to how today's leading investment banks analyze firms. Editors Jan Viebig and Thorsten Poddig bring together expertise from UBS, Morgan Stanley, DWS Investment GmbH and Credit Suisse, providing a unique analysis of leading equity valuation models, from the very individuals who use them. Filled with real world insights, practical examples and theoretical approaches, the book will examine the strengths and weaknesses of some of the leading valuation approaches, helping readers understand how analysts:

- estimate cash flows

- calculate discount rates
- adjust for accounting distortions
- take uncertainty into consideration

Written for investment professionals, corporate managers and anyone interested in developing their understanding of this key area, **Equity Valuation: Models from the Leading Investment Banks** will arm readers with the latest thinking and depth of knowledge necessary to make the right decisions in their valuation methodologies.

Julian Robertson is one of the most successful and well-known hedge fund managers of our time. For nearly twenty years his infamous fund--Tiger Management--was the talk of the town, routinely delivering double-digit performance. This biography will explore this legendary fund manager's role in the development and popularity of hedge funds, examine his investment methodology and strategy, and look at the growth of his fund and his 'Tigers'--individuals who have gone on to great success themselves. *

- * Includes candid interviews of Robertson, his colleagues, and his peers
- * Uncovers the trading strategies and investment style of a legendary fund manager
- * Offers a rare glimpse inside the personal world of Julian Robertson

READERSHIP: Those with any interest in or knowledge of hedge funds, business readers, investment professionals. Daniel A. Strachman is Managing Director of Answers Company, a New York-based money management firm that offers investment management services to individuals and institutions. He has contributed many articles on investment management and strategies to publications including the New York Post and the Financial Times and is also the author of *Getting Started in Hedge Funds* (Wiley 2000). Also available by Daniel Strachman, *Getting Started in Hedge Funds*, 0471316962 Paper. EAN - 9780471323631 Carton Quantity -

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A strategy to profit when markets are range bound—which is half of the time. One of the most significant challenges facing today's active investor is how to make money during the times when markets are going nowhere. Bookshelves are groaning under the weight of titles written on investment strategy in bull markets, but there is little guidance on how to invest in range bound markets. In this book, author and respected investment portfolio manager Vitaliy Katsenelson makes a convincing case for range-bound market conditions and offers readers a practical strategy for proactive investing that improves profits. This guide provides investors with the know-how to modify the traditional, fundamentally driven strategies that they have become so accustomed to using in bull markets, so that they can work in range bound markets. It offers new approaches to margin of safety and presents terrific insights into buy and sell disciplines, international investing, "Quality, Valuation, and Growth" framework, and much more. Vitaliy Katsenelson, CFA (Denver, CO) has been involved with the investment industry since 1994. He is a portfolio manager with Investment Management Associates where he co-manages institutional and personal assets utilizing fundamental analysis. Katsenelson is a member of the CFA Institute, has served on the board of CFA Society of Colorado, and is also on the board of Retirement Investment Institute. Vitaliy is an adjunct faculty member at the University of Colorado at Denver - Graduate School of Business. He is also a regular contributor to the Financial Times, The Motley Fool, and Minyanville.com.

THE ULTIMATE BEGINNER'S GUIDE TO INVESTING! The ONLY investing book that

is written by a CFP® practitioner with 30+ years of investment experience helping others to invest wisely to achieve all of their financial goals in life. ->Do you want to learn how to create real wealth in the stock market? Then you NEED this book. Buy now and start reading today! ->Do you want to learn how to create passive income and retire early? Then you NEED this book. Buy now and start reading today! ->Do you want to learn how to day trade stocks and avoid costly mistakes that beginners make? Then you NEED this book. Buy now and start reading today! ->Do you want to learn how to create financial freedom and live the life you deserve?? Then you NEED this book. Buy now and start reading today! Best-selling author Ted D. Snow, CFP®, MBA has a knack for making complex ideas clear while endowing his readers with a wealth of powerful new knowledge. Whether you are a newcomer to investing or a veteran looking for a fresh perspective, you will enjoy the unique and practical vision for investing success offered in the Investing QuickStart Guide. Bringing the wisdom of 30+ years in the finance industry to bear--much to the benefit of novice learners and experienced investors alike. Snow's intrepid but practical asset-allocation investment philosophy is masterfully communicated and highly appropriate for market newcomers. The key insights of Warren Buffet, Peter Lynch, Burton Malkiel, and James Altucher all play important roles in this seminal investment resource. But unlike most of today's books on investing, the Investing QuickStart Guide is as simple as it is comprehensive. Investing QuickStart Guide is Perfect For: Companion to The Intelligent Investor! Stock Market Education for Teen & Kids! Beginners with Zero Prior Experience! Experienced Investors who

Want to Go to the Next Level! Discover the Secrets of Successfully Investing In: Stocks! (Including Dividend Paying Stocks!) Mutual Funds! ETFs! Bonds! Index Funds! REITS! Commodities! Investing QuickStart Guide Covers: Everything You Need to Know Before You Make Your First Trade! How To Take Advantage Of Opportunities In The Market Without Relying On Guesswork! How to Evaluate and Compare Stocks and Other Securities! How Disciplined Approaches to Investing Can Lead to Early Retirement and Financial Freedom! How National And Global Economic And Geopolitical Factors Can Influence Investment Prospects! This book has been reviewed by The Financial Industry Regulatory Authority (FINRA). *LIFETIME ACCESS TO FREE INVESTING DIGITAL ASSETS*: Investing QuickStart Guide comes with free lifetime access to a library of exclusive tools and videos designed to help you get started quickly and become a better trader faster, including: - Stock Selection Tool - Portfolio Tracker Workbook - Goal Setting Workbook And Many More! *GIVING BACK*: ClydeBank Media proudly supports One Tree Planted as a reforestation partner.

A guide to dealing with Wall Street in order to boost a company's earnings and stock price features advice for executives on such topics as addressing investors' concerns and maintaining credibility on Wall Street.

A newly expanded and updated edition of the trading classic, Design, Testing, and Optimization of Trading Systems Trading systems expert Robert Pardo is back, and in The Evaluation and Optimization of Trading Strategies, a thoroughly revised and updated edition of his classic text Design, Testing, and Optimization of Trading Systems, he reveals

how he has perfected the programming and testing of trading systems using a successful battery of his own time-proven techniques. With this book, Pardo delivers important information to readers, from the design of workable trading strategies to measuring issues like profit and risk. Written in a straightforward and accessible style, this detailed guide presents traders with a way to develop and verify their trading strategy no matter what form they are currently using—stochastics, moving averages, chart patterns, RSI, or breakout methods. Whether a trader is seeking to enhance their profit or just getting started in testing, The Evaluation and Optimization of Trading Strategies offers practical instruction and expert advice on the development, evaluation, and application of winning mechanical trading systems.

Each year, for thirty years, two veteran investment advisors attended Berkshire Hathaway's Annual Shareholders Meeting. After each meeting, they chronicled Warren Buffett and Charlie Munger's best lessons from that year. This book compiles those thirty years of wisdom for the first time.

Who's going to provide for your future? There's a crisis looming in pensions. Investing in property is time-consuming and risky. Savings accounts yield very little return. If you're not careful, you could be looking at a very uncomfortable retirement. But surely the alternative - investing in the stock market - is risky, complicated and best left to the professionals? Phil Town doesn't think so. He made a fortune, and in Rule #1 he'll show you how he did it. Rule #1: - Sets out the five key numbers that really count when you're buying stocks and shares - Explains how to use new Internet tools to simplify research - Shows how to exploit the advantages of being an individual in-

vestor - Demonstrates how to pay fifty pence for every pound's worth of business. This simple and straightforward method will guide you to 15% or better annual returns - in only 15 minutes a week. It's money in the bank!