

Investing Secrets of the Masters: Applying Classical Investment Ideas to Today's Turbulent Markets

Content

Investing Secrets of the Masters: Applying Classical Investment Ideas to Today's Turbulent Markets by Charles E. Babin.

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INVESTING SECRETS OF THE MASTERS will make you wealthy. Maybe not today, or even this year. But if you implement the strategies contained in this commonsense book and give them the time to mature, you will be rewarded with a sizable investment portfolio--one that stands an excellent chance of topping most managed mutual funds and major market averages.

The logic is straightforward: Over time, good stocks produce superior numbers. John Burr Williams reported this phenomenon in his classic 1938 Harvard thesis. Benjamin Graham and David L. Dodd reiterated it in 1951. And now it's your turn.

"Common sense, elegantly restated, with just the right amount of original research and insight--this book will educate the novice, expand the horizons of the amateur, and give new perspective to the professional." Rick A. Cooper, Ph.D. Senior Partner and Director of Analytical Research Harris Investment Management.

INVESTING SECRETS OF THE MASTERS starts with one proven, basic truth that has woven itself through generations of successful investors, yet seems to have become passé as we enter the go-go 21st century. That truth? Dividends count. More to the point, companies that reward investors with generous, ever-growing dividend payouts should, over time, provide a total return that outperforms the broader market. Dividends have always been a key to investment success and, unless the financial world completely reverses its storied history, will continue to be a central secret. Is this the only secret? Of course not.

INVESTING SECRETS OF THE MASTERS covers numerous issues of importance to investment returns, like the impact of economic cycles, inflation, interest rates, and taxes. It explains the psychological secrets of trading, giving you disciplined ways to keep your eye on the ball amid constant tumult and meaningless noise. The authors provide step-by-step methods for creating winning portfolios using each company's dividend "factor" as well as a thorough analysis of strategic and tactical asset allocation.

"Investing fads come and go, but this book is filled with many timeless insights to help the serious investor avoid the fads and achieve long-term success. Happy reading!" - James W. MacAllen, President David L. Babson & Co.

It's all here. The investing techniques contained in INVESTING SECRETS OF THE MASTERS have stood the test of time. They have built wealth in virtually every conceivable market. And now they can build wealth for you. Follow these thoroughly updated investment principles and strategies to combine the best aspects of growth and value investing. Maximize your total return, and construct a simple-to-follow, yet difficult-to-beat, strategy with a demonstrated ability to produce better-than-

average growth while controlling risk.

"A triumph of clarity, shrewdness, and wisdom, this book provides clear explanations of stock market behavior and prescient, tax-advantaged strategies for anticipating market declines and accumulating wealth. A must read for serious investors." Tania Zouikin, CFA Chairman and Chief Executive Officer Batterymarch Financial Management

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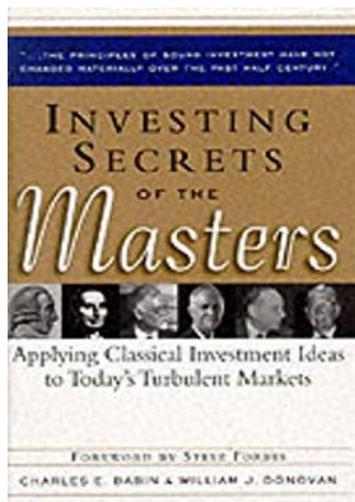
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