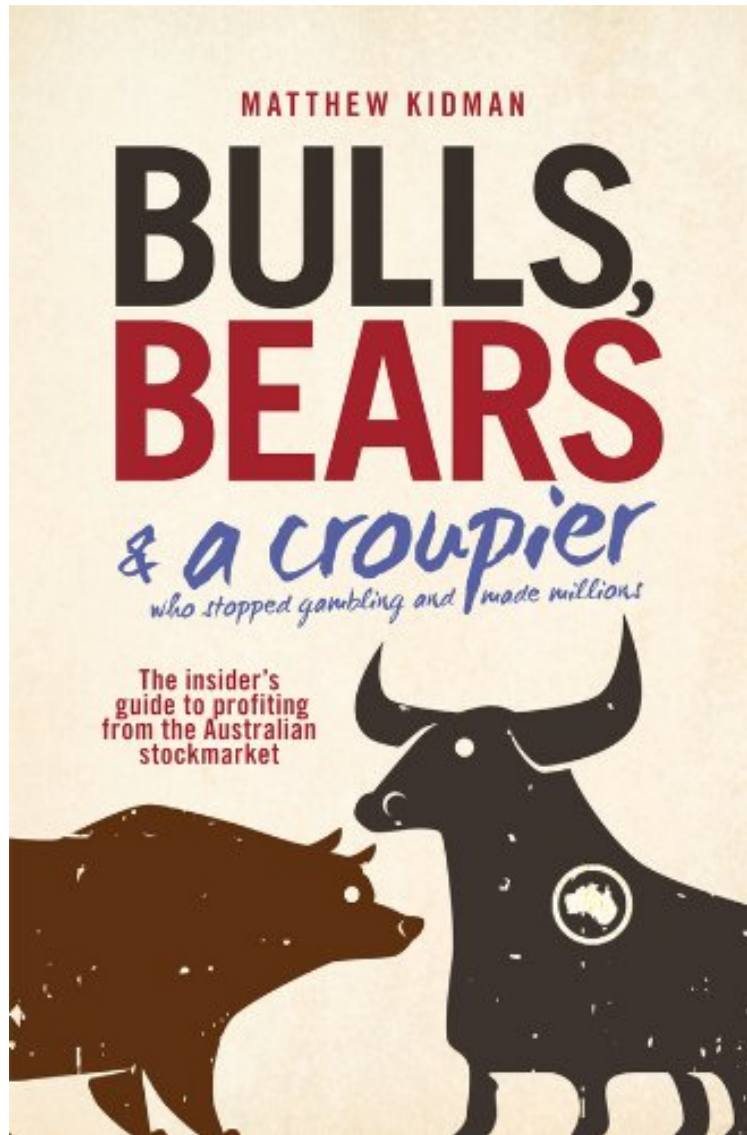


(Download) Bulls, Bears and a Croupier: The insider's guide to profi ting from the Australian stockmarket

Bulls, Bears and a Croupier: The insider's guide to profi ting from the Australian stockmarket

Matthew Kidman

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2 of 2 people found the following review helpful. A realistic starter for any investorBy Tony BracksThis book is an extremely well written analysis of the stock market and how to invest for success. It effectively communicates a sensible methodology without resorting to the hype and overselling of other books of this type. It contains an

impressively honest and down to earth approach that appears to be aimed at genuinely helping people and imparting real world information. I can thoroughly recommend it. 2 of 3 people found the following review helpful. Excellent Reading
By joeMatthew Kidman does an excellent job of demystifying investing into stocks and provides valuable guidelines for new and experienced investors alike. The book is cleverly structured to take you from a narrative of a real life investment experience, through the workings of companies and the stock market and finally concludes with a forecast of how the market may look in the short to medium term. I can thoroughly recommend this book to anyone contemplating investing in the stock market. 0 of 2 people found the following review helpful. disappointing
By MarianoI did actually get some value out of this book, in part because much of it is contrary to my own investment philosophy. I think experienced investors, or at least those that have already digested other more substantial investment books, can possibly benefit from this. However, those that are new to investing, I think, will be poorly served by this book. Frankly, I think this is one of the most vacuous books, on the subject of investment, that I have ever read.

An experienced Australian fund manager explains how the share market can be a fun and simple place to operate if you take the right approach. The share market is awash with new opportunities to profit everyday as millions of shares in thousands of companies change hands. Even if half of your decisions go wrong you still have a genuine chance of generating a profit like the pros ndash; it really is the easiest game on earth! Despite all of this the share market has lost its appeal for many people since the onset of the GFC. In *Bulls, Bears and a Croupier* Matthew Kidman explains why a new bull market, with the potential to increase stock prices tenfold, is just around the corner and readers need to prise open their wallets. With more than a decade of experience as a professional fund manager, Kidman deconstructs the share market, explodes the myths and turns traditional thinking on its head to show new and experienced investors alike that the share market can be a lot of fun and you can make a lot of money. You just have to know how!

From the Back Cover "What I like about the sharemarket is that you can put a bet on at the start of the race. If your share is going well then you can double your bet. If things are not working out, you remove your bet before the race has ended. It's like you get so many chances to revise your bet before the final outcome is known. you are not locked in from the outset like you are at the horseraces." mdash; Geoff Wilson, Wilson Asset Management
Australian retail investors have fallen out of love with the sharemarket since the onset of the GFC. In *Bulls, Bears and a Croupier*, Matthew Kidman explains why the market's current woes will set up investors for the next great bull market. Investors who are willing to prise open their wallets now, rather than waiting until share prices start to skyrocket, will be the greatest beneficiaries of the next golden era investing. Rich with anecdotes from Kidman's time as a professional fund manager, *Bulls, Bears and a Croupier* introduces readers to many colorful characters and companies, including a former casino croupier who took a punt on the stockmarket and went from struggle street to millionaire, twice! By exploding sharemarket myths and setting out some simple rules to follow, Kidman demonstrates to new and experienced investors alike how to play the market and profit from the easiest game on earth.
About the Author
Matthew Kidman worked as a journalist at The Sydney Morning Herald covering media, telecommunications and commercial property. In 1997 he was appointed investment editor of the newspaper, with responsibility for all company coverage. He joined funds management outfit Wilson Asset Management in 1998 and over a 13-year period served as an analyst and portfolio manager. In 2003 he was appointed to the role of chief executive officer of the group. Wilson Asset Management specialises in small capitalisation companies and its flagship fund mdash; WAM Capital mdash; over a 12-year period delivered a return of more than 18 per cent per year, compared with the benchmark 8 per cent of the All Ordinaries index. Matthew is also the co-author of two bestselling books: *Masters of the Market* and *Master CEOs*.