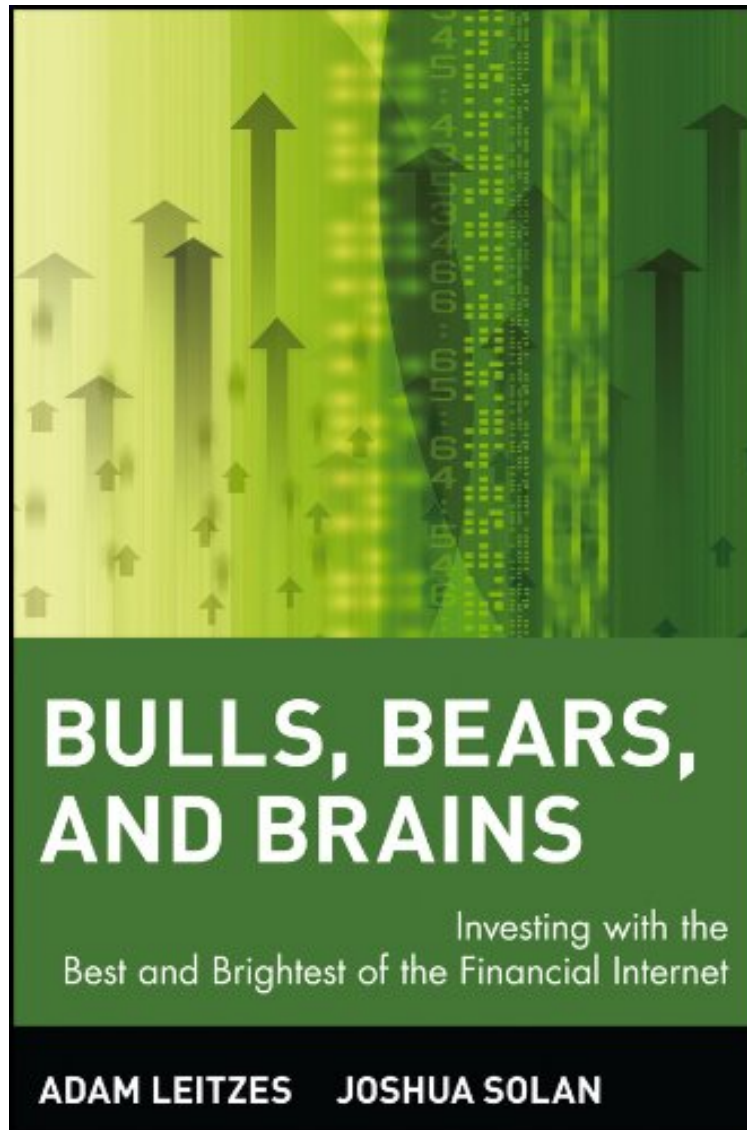


# Bulls, Bears, and Brains: Investing with the Best and Brightest of the Financial Internet

*Adam Leitzes, Joshua Solan*

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**Adam Leitzes, Joshua Solan : Bulls, Bears, and Brains: Investing with the Best and Brightest of the Financial Internet** before purchasing it in order to gage whether or not it would be worth my time, and all praised Bulls, Bears, and Brains: Investing with the Best and Brightest of the Financial Internet:

4 of 4 people found the following review helpful. Excellent readingBy A CustomerA great book for those interested in investing. I especially found the part on Shortboy.com to be interesting and engaging. I wanted to learn about how to play the market both ways, and not just the tradional buy and hold. Buy and hold seems to do well in a bull market.

But we're not always in a bull market, so I did want to learn about short selling as well. And learning about Shortboy and his short selling methodology taught me that there's not just one way to play the market! One reviewer from 1/15 complained that the chapter on Shortboy was not useful. I disagree whole-heartedly! This book has a solid chapter on short selling (devoted to Shortboy). Most financial books don't have any chapters on this subject! And that's one of the reasons why the chapter on Shortboy was intriguing. Shortboy seems to have a great talent in an area that is not well known. Looks like these authors found a diamond in the rough! Enjoy! 4 of 4 people found the following review helpful. I like this one! By RCThis book may represent the first time I actually ENJOYED reading an investing text. Most books contain hundreds of pages of one author's opinion about one way to invest. These tactics inevitably fail to pan out because the strategies are too inflexible and are based on yesterday's markets. Bulls, Bears, and Brains covers dozens of investing styles so I walk away not only entertained but with a valuable and diverse set of methods to approach the market. This book also doesn't rely on the past... I can put the book down and go follow the latest strategies of the investors covered in the book. I'm keeping this book right next to my computer for the time being... depending on the type of stock I'm researching I can browse a different chapter to remind me of the important points to consider. What can I say? I like this book. 5 of 5 people found the following review helpful. Breath of fresh air! By A CustomerI noticed that someone mentioned Shortboy.com in a previous review. I must say that Bill Ginsberg (aka Shortboy) was one of my favorite investors from Bulls, Bears, and Brains. Although it isn't mentioned in the book, Ginsberg finished 2001 with a return of 30.8%. The SP 500 was down 13% in 2001! In fact, almost all of the investors in this book seem to have finished out 2001 in positive territory. In my opinion, this book was a much needed breath of fresh air about the stock market and investing. I can actually make use of the information in this book. I was impressed by Bill Ginsberg's interview, so I've been following all of his recent picks and musings. I intend to re-read a number of chapters in this book and continue to cherry-pick my favorite investors. Check this one out. It's a fun and useful read.

Take an interactive journey that will introduce you to some of the world's most talented and successful investors. Bulls, Bears and Brains: Investing with the Best and Brightest of the Financial Internet interviews twenty successful investors—an assortment of fund managers, economists, professors, executives, statisticians, strategists, traders and technicians who put their money and prowess on the line in the pages of this text. These top financial minds have made themselves available to the investing public via the Internet, and are willing to share their strategies, successes, failures, and philosophies in open online forums. This unique book will help you connect and make money with them, giving you twenty powerful allies in the complicated game of investing. The book includes candid interviews with company founders and expert advisors, such as: \* Don Luskin: The Luskin Report. Ex-CEO of Barclays Global Mutual Funds \* Ed Yardeni: Yardeni.com. Chief Investment Strategist at Deutsche Banc Alex. Brown \* Kris Skrinak: ClearStation. Co-founder of E\*TRADE's community investment site \* Jeremy Siegel: JeremySiegel.com. Wharton professor of finance and bestselling author \* Brandon Goyette: ActiveTrader. Hedge fund manager and ex-Wall Street analyst \* Aaron Brown: eRaider. Yeshiva University professor of finance and prominent shareholder activist \* David Gardner: Fool.com. Bestselling investment author and co-founder of The Motley Fool \* Bill Ginsberg: Shortboy.com. Columbia Business School dropout and "the baddest short-seller on the planet" This book will help you interpret these individuals' theories in light of your personal investment needs and develop your own investment strategy with a top-notch team that never leaves your side. Don't rely on market pundits and analysts to shape your investing strategies. Instead, make use of the global research team that the Internet places at your fingertips to identify profitable opportunities long before the rest of the world takes notice. Bulls, Bears and Brains will guide you to the virtual doorstep of the most valuable information available on the Internet and provide you with the background and theories to interpret this information in the correct context once you arrive.

From Publishers WeeklyTwo University of Pennsylvania undergraduates (and Forbes contributors) gather advice from top investors in Bulls, Bears, and Brains: Investing with the Best and Brightest on the Financial Internet. Adam Leitzes and Joshua Solan interview 20 investors with successful track records and their own Web sites. Veterans like Wharton professor Jeremy Siegel (Stocks for the Long Run), Deutsche Bank strategist Ed Yardeni and Karin Housley (founder of Chicks Laying Nest Eggs Investment Club) share their varied investment philosophies. Along the way, Leitzes and Solan solicit practical advice (e.g., what to look for in an annual report) and lessons in economics (like why the Nasdaq rose so high and fell so hard). Copyright 2002 Cahners Business Information, Inc. Two University of Pennsylvania undergraduates (and Forbes contributors) gather advice from top investors in Bulls, Bears, and Brains: Investing with the Best and Brightest on the Financial Internet. Adam Leitzes and Joshua Solan interview 20 investors with successful track records and their own Web sites. Veterans like Wharton professor Jeremy Siegel (Stocks for the Long Run), Deutsche Bank strategist Ed Yardeni and Karin Housley (founder of Chicks Laying Nest Eggs Investment Club) share their varied investment philosophies. Along the way, Leitzes and Solan solicit practical advice (e.g., what to look for in an annual report) and lessons in economics (like why the Nasdaq rose so high and fell so hard) (PublishersWeekly, February 11, 2002)From the Inside Flap"In December 1999, a Minnesota man paid \$210,000 at auction for Warren Buffett's twenty-year-old wallet. True, it was a wallet with a fairly storied past, having traveled on

the backside of a billionaire, but that was not the bidder's motivation for doling out all that cash. Inside the wallet was a golden egg: a stock pick from none other than the Oracle of Omaha himself. Each of thirty additional individuals donated \$1,000 to charity at the behest of the auction winner in order to learn the two-letter ticker symbol of the stock pick, which happened to be real estate investment trust (REIT) First Industrial Realty. On top of all that, after The Wall Street Journal published the stock pick in a printed article, the Morgan Stanley REIT Index registered its largest gain in over a year." This excerpt from *Bulls, Bears, and Brains: Investing with the Best and Brightest of the Financial Internet* depicts the value of an information edge on Wall Street. For a price of \$210,000, one individual was able to enter the world of Warren Buffett temporarily-literally jump into his back pocket-and walk away with a profitable investment opportunity. Remarkably, this ability to tap into the minds of market gurus and join their investing teams has never been easier, thanks to the Internet. *Bulls, Bears, and Brains* interviews twenty successful investors-an assortment of fund managers, economists, professors, executives, statisticians, strategists, traders, and technicians who put their money and prowess on the line in the pages of this text. These top financial minds have made themselves available to the investing public via the Internet and are willing to share their strategies, successes, failures, and philosophies in open online forums. This unique book will help you connect and make money with them, giving you twenty powerful allies in the complicated game of investing. Obtaining an information edge is the key to beating the market. Don't rely on market pundits and analysts to shape your investing strategies. Instead, make use of the global research team that the Internet places at your fingertips to identify profitable opportunities long before the rest of the world takes notice. The book includes candid interviews with company founders and expert advisors, such as: \* Ed Yardeni: Yardeni.com. Chief investment strategist at Deutsche Banc Alex. Brown \* Brandon Goyette: Financial Chat. Hedge fund manager and ex-Wall Street analyst \* Oliver Velez: Pristine.com. One of the pioneers and top CEOs of the day trading industry \* Jeremy Siegel: JeremySiegel.com. Wharton professor of finance and bestselling author \* Bill Ginsberg: Shortboy.com. Columbia Business School dropout and "the baddest short-seller on the planet" This book will help you interpret these individuals' theories in light of your personal investment needs and develop your own investment strategy with a top-notch team that never leaves your side. *Bulls, Bears, and Brains* is a unique guide to investing with the Internet that shows you how to leverage the talents of numerous investment experts to enhance your own level of performance.