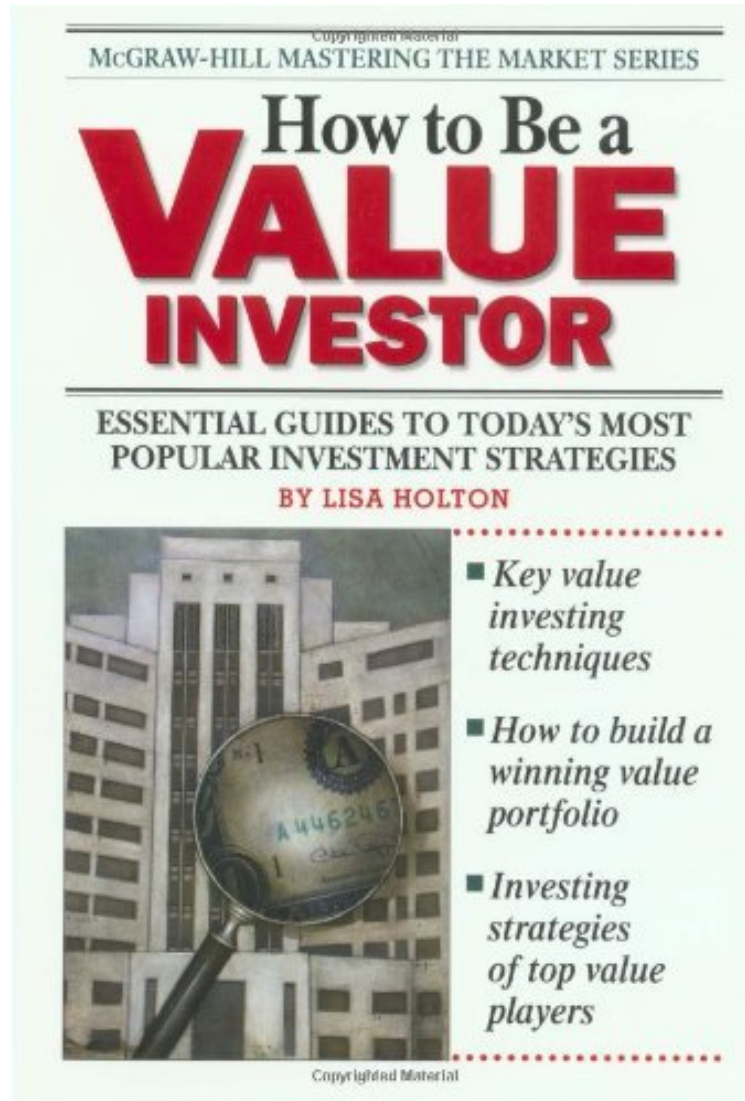


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Lisa Holton

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Lisa Holton : How To Be a Value Investor (McGraw-Hill Mastering the Market) before purchasing it in order to gauge whether or not it would be worth my time, and all praised How To Be a Value Investor (McGraw-Hill Mastering the Market):

2 of 2 people found the following review helpful. Concise and full of insights in today's volatile market. By A Customer
The most common advice given to both experienced and new investors is to "seek value." Here, at last is a book that tells how to do this. Extremely thorough and well organized, "How to be a Value Investor" is noteworthy for its clarity. Readers are taken on an interesting tour which defines value investing, tells how to seek values, gives pointers on fundamentals of balance sheets and income statements, and tackles the difficult question "when to sell."

Many examples are given to reinforce the text. The historical perspective also is useful. I found most helpful the section on how the experts seek bargains. There is also information on online investing and a list of websites for value investors. The book is exceptionally timely now, when stock indices are at lofty levels and the challenge to select the right investments never has been greater. Concise and full of insights on succeeding in today's volatile markets, this should be indispensable reading for investors trying to improve portfolio performance. There are few volumes on this subject that could be called "page turners," but from my experience, the author hit a home run in this regard. 1 of 1 people found the following review helpful. A thoughtful book for today's rocketing stock market. By A Customer From the bare basics to tips for the self-made sophisticate, Holton captures both the art and science of contrarian investing in her book, "How to be a Value Investor", arming investors with the necessary tools and information they need to make informed investment decisions. Holton not only emphasizes the age-old values of value investing patience, due diligence and conviction; but also brings a contemporary angle to her approach, making a convincing case for value investing as a wise and lucrative choice in the 1990s. 3 of 3 people found the following review helpful. Disappointing By A Customer The book is OK on general principles-Don't time the market; Study companies; Diversify; Develop your own investment plan, Etc. But I bought the book for specifics of value investing-how to read and evaluate annual reports and financial statements. I was expecting chapters 3 and 4 to be the most helpful of the book. Unfortunately I did not find that to be the case-information on how to evaluate annual reports and financial statements could have been more detailed and complete and there are confusions/errors about some of the key evaluative tools. Current Ratio: Pages 43 and 53 says a Current Ratio of 2 OR LESS is good. Page 51 says 2 OR MORE! Actually I think it is 2 or more-because there should be no more than \$1 of current liabilities for every \$2 of current assets. Quick Ratio: Pages 43 and 54 say a Quick Ratio of 1 OR LESS is good. Page 51 says 1 OR MORE (Appendix A says 1 to 10). Actually I think it is 1 or more-because a company should be able to cover all its current liabilities with current assets less inventory. Financial formulas can be complicated and there may be no one clear-cut answer for all situations. If so, a discussion should have been included to help readers apply these tools. Gross Margin: Page 63 shows Walgreen to have a Gross Margin of 94%. It is not clear how a gross profit of 12,655,000 was arrived at-the closest thing I see is a total of costs and deductions on page 59 which is listed on the 10K as "net revenues". While this is most likely a minor glitch, it should have been caught by the author or editor. Two other criticisms. First, the use of the charts by Bigcharts.com. What do they mean and how should I use them? If charts are included in a text, they should be clearly labeled and there should be an explanation of how to use them. Second, choice of material on which to base the book. The author based some of the book on interviews (most by telephone) with 5 value investors. Why/how were these interviewees chosen? I think journalists who include interviews should explain the justification for their choice of interviewees. This really should also apply to the books chosen as references-and articles quoted.

"From the bare basics to tips for the self-made sophisticate, Lisa Holton captures both the art and science of contrarian investing in her book HOW TO BE A VALUE INVESTOR, arming investors with the necessary tools and information they need to make informed investment decisions. Holton not only emphasizes the age-old values of investing--patience, due diligence, and conviction--but also brings a contemporary angle to her approach, making a convincing case for value investing as a wise and lucrative choice."- Eric McKissack, CFA, Vice chairman and co-chief investment officer, Ariel Mutual Funds. HOW TO BE A VALUE INVESTOR is designed to help you master--within hours!--the art and science of value investing. Built on the rock-solid value investing tenets that guided Warren Buffett, Benjamin Graham, and others, this concise but comprehensive wealth-building blueprint gives you practical, hands-on techniques so you can squeeze the most profit from today's volatile markets. Look for these other user-friendly books in The McGraw-Hill Mastering the Market Series: How to Be a Growth Investor; How to Be a Sector Investor; How to Be a Small-Cap Investor.

From the Back Cover Whether you are old or young, male or female, wealthy or average, How to Be a Value Investor can help you make sense of today's roller coaster stock market. Built on the rock-solid value investing tenets that have guided Warren Buffet and Benjamin Graham, this concise but comprehensive guide shows you how to build a sensible, low-risk portfolio--designed to build wealth in any market. Let Lisa Holton's step-by-step wealth-building blueprint provide you with: The Investor's Toolbox--basic strategies for uncovering stocks whose prices are beaten down--but whose growth prospects are tremendous!; examples of investment portfolios that are custom-tailored to fit your risk/return profile in every stage of your life and career; information-packed websites containing everything you need to know about value--investing and how to find the best value stocks today. The McGraw-Hill Mastering the market Series gives you practical, hands-on techniques so you can squeeze the most profit from today's volatile markets. Featuring user-friendly layouts and non-technical language, each book is designed to help you master--within hours!--one of today's most popular investing styles. Look for these companion volumes: How to Be a Growth Investor; How to Be a Small-Cap Investor; How to Be a Sector Investor. About the Author Lisa Holton is a business writer whose work has appeared in the Chicago Tribune, Better Homes and Gardens Family Money, and Nation's Business. The former business editor of the Chicago Sun-Times, Holton covered personal finance and banking topics

for the paper and created MoneyLife, the Sun-Times personal finance section. She is a national board member of the Society of American Business Editors and Writers (SABEW).