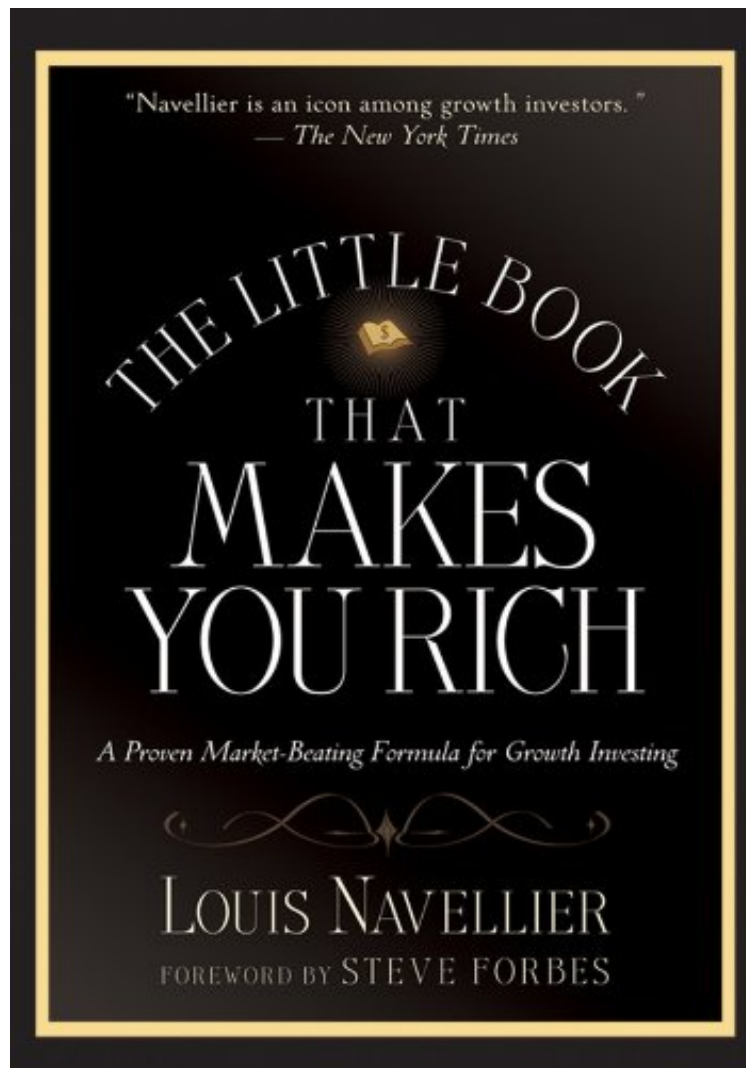


(Download ebook) The Little Book That Makes You Rich: A Proven Market-Beating Formula for Growth Investing (Little Books. Big Profits)

## The Little Book That Makes You Rich: A Proven Market-Beating Formula for Growth Investing (Little Books. Big Profits)

*Louis Navellier*

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**Louis Navellier : The Little Book That Makes You Rich: A Proven Market-Beating Formula for Growth Investing (Little Books. Big Profits)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Little Book That Makes You Rich: A Proven Market-Beating Formula for Growth Investing (Little Books. Big Profits):

7 of 7 people found the following review helpful. This method can't make you rich, but can increase your oddsBy Clare ChuNavellier's main theme is that the market is not efficient. Unlike John Bogle's book in the same series, which not surprisingly touts the efficient market theory and investing in low-cost index fund, Navellier is looking for

quantifiable and measureable numbers that will allow someone to systematically beat the market over long periods of time. First he goes over eight fundamentals and explains their importance. Yet he also warns the reader not to overemphasize any one of these fundamentals. Too often, people get caught away in one measurement that works for a particular period, and try to repeat the formula, which doesn't work when the rest of the market catches on. What differentiates Navellier's approach is the use of alpha as distinguished from beta. Unlike other approaches, he does not want to just magnify returns by using high beta stocks and taking on more risk. Instead he looks for how much return a stock differs from market movement. This is in contrast to indexing. By coupling the 8 fundamentals, and then looking at a high alpha, he tries to pick stocks whose alpha will make them outperform (rather than underperform) the market. Finally, to maximize the possibility that the differential performance is on the up side, he gives a high weight to his most powerful variable, the Quantitative measure, which gauges the relative recent performance of a stock against the market. He is looking for underlying buying pressure. Will this method work with every stock pick? No. Will it guarantee that you will not lose money in a bear market? No. Will it be as easy to use as just logging into the website, picking "A" stocks and selling them when their grades go down? Not likely. But by combining the quantitative measure and the fundamental measure, and buying Grade A stocks, the hope is that you can theoretically beat the market over indexing. Even if statistically this method beats indexing, it may not be easy for the individual investor to implement successfully. For one thing, you will be buying, selling and paying taxes too often. And there is no way around the fact that all of the measurements and grades are based on past performance. Finally, it requires access to the data, which Navellier graciously provides at his website for free. This book may not make you rich, but it'll definitely drive people to try out the newsletters after finding it hard to put the principles into practice and needing more guidance. Even then there is no guarantee, because you cannot place the trades at the exact time the recommendations are made, or close them out exactly at the price he records. In real life, there are others chasing the same recommendations which causes his stocks to pop the first day recommended, and slump when he issues a sell. Also, you have to buy the entire portfolio and keep rebalancing to his 60%/30%/10% Conservative, Moderately Conservative, Aggressive allocation to get the same results as his newsletter. 0 of 0 people found the following review helpful. Sound fundamental strategies, too much marketing hype. By For Real This book presents some sound fundamental strategies for analyzing stocks for long-term growth gains. The author talks about his fundamentals cum quantitative methodology. The latter part involves something called alpha to standard deviation ratio. For the fundamentals part, you're supposed to use a site like Yahoo to come up with a short list, and then check each of your candidates on his free site for quantitative and overall scores. I've tried a few of my stocks and they all ranked A (good news) but so far this year they have generated behind the market returns (bad news). I want to emphasize I found the analysis part easy to read and of sound advice. The biggest problem with this book, and investment strategy books in general, is it combines marketing hype for the author's newsletter service and omission of losing trades. I don't think he once mentions a losing trade. I've only read a couple of trading books where the author admits to a few mistakes and actually shows us what happened. Here Navellier just says how great his picks have been. There's also no disclosure on the performance of his money management fund, just how great his newsletters have been doing. He mentions he's super-rich, owning several jets. I don't know if he got rich by way of marketing himself or by way of actually making money in the stock market. This does not distract from the basic soundness of his approach, just makes him sound less credible and makes you wonder if his free website might not be a veiled way of pushing certain stocks that he owns, however large these stocks like AAPL may be... 0 of 0 people found the following review helpful. Explanation of an investment model that works. By art art Fast delivery and book was in new condition - even though purchased used. This book is a support for the rational used by the author for the model he uses to invest in the market. I bought into the book and also into the investment philosophy. I have put the process into practice with results that meet my expectations and those of the CPA that handles my taxes. The only thing missing is the weighting given to the components of the model - but that is to be expected given the author's use of the model for his investment subscription business.

Profit from a powerful, proven investment strategy The Little Book That Makes You Rich is the latest book in the popular "Little Book, Big Profits" series. Written by Louis Navellier -- one of the most well-respected and successful growth investors of our day -- this book offers a fundamental understanding of how to get rich using the best in growth investing strategies. Navellier has made a living by picking top, actively traded stocks and capturing unparalleled profits from them in the process. Now, with The Little Book That Makes You Rich, he shows you how to find stocks that are poised for rapid price increases, regardless of overall stock market direction. Navellier also offers the statistical and quantitative measures needed to measure risk and reward along the path to profitable growth stock investing. Filled with in-depth insights and practical advice, The Little Book That Makes You Rich gives individual investors specific tools for selecting stocks based on the factors that years of research have proven to lead to growth stock profits. These factors include analysts' moves, profit margins expansion, and rapid sales growth. In addition to offering you tips for not paying too much for growth, the author also addresses essential issues that every growth investor must be aware of, including which signs will tell you when it's time to get rid of a stock and how to monitor a

portfolio in order to maintain its overall quality. Accessible and engaging, *The Little Book That Makes You Rich* outlines an effective approach to building true wealth in today's markets. Louis Navellier (Reno, NV) has one of the most exceptional long-term track records of any financial newsletter editor in America. As a financial analyst and editor of investment newsletters since 1980, Navellier's recommendations (published in *Emerging Growth*) have gained over 4,806 percent in the last 22 years, as confirmed by a leading independent newsletter rating service, *The Hulbert Financial Digest*. *Emerging Growth* is one of Navellier's four services, which also includes his *Blue Chip Growth* service for large-cap stock investors, his *Quantum Growth* service for active traders seeking shorter-term gains, and his *Global Growth* service for active traders focused on high growth global stocks.

From Publishers Weekly Self confessed numbers geek Navellier has developed what he claims is an effective and durable system to beat the stock market, long thought a money-loser by financiers due to its self-correcting nature. Rather than focus on one or two indicators, Navellier has weighted a basket of eight variables ("earnings revisions," "operating margins," "free cash flow," etc.), a quantitative strategy he shares in complex detail and happily accessible prose. Looking into the hows and whys of stock performance, Navellier lays open the complex economic environment and explicates his eight indicators in depth, showing how they relate to the market and the real world. Though he relates choosing stocks to everyday activities such as household budgeting and sports ("Never fall in love with your second baseman or your stocks"), his precise "by the numbers" approach is far removed from emotional interference. Still, he does take into account investors' personal preferences and predicament-risk level, stress, age, tax situation and so on. Providing numerous successful examples of his system's past performance, one can't help but wonder how long this system will continue to yield results; still, this good-natured guidebook will help anyone new to investing or interested in learning a new way to look at the market. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Navellier builds a good case for this of investing" (Bloomberg News, Wednesday 21st November 2007) "A useful book on growth investing. . . Perhaps the greatest appeal of Mr. Navellier's effort. . . is not that he offers a step-by-step guide to what he looks for in a growth company . . . The real joy comes from his frequent admonitions that Wall Street is not as rational as it would like to pretend, and in fact it is often driven either by fear or by greed." (The New York Times) "Navellier builds a good case for this style of investing. It might work for you." (Bloomberg News) "A real contribution to investment literature. . ." (MarketWatch) "No Greek letters or complex equations are necessary for understanding and even emulating Navellier. He focuses on eight straightforward factors for sorting the wheat from the chaff and has seen his leading newsletter, *Emerging Growth*, outperform the overall market nearly fourfold over 22 years. His mutual and institutional stock funds have performed handsomely too, with his *Touchstone Large Cap Growth* in the top 3% and 13% of similar funds over one and three years, respectively, according to Morningstar." (Dow Jones newswire) "One of the chief things I have learned is that numbers do not have emotions. . . They don't panic; they don't get greedy. They don't have an argument with their spouse or associates and make bad decisions as a result.' True enough; and for all investors, words to live by." (Registered Rep magazine) "Navellier did a good job with the book and offers a nice introduction to screening. . . He should be given full credit for freely opening up his system to everyone." (The Kirk Report) "This is a very helpful guide to building a strong portfolio without spending a great amount of time on it." (Pensions World, January 2008) "the book offers a fundamental understanding of how to get rich using the best in growth investing strategies." (Gulf Business, March) From the Inside Flap Louis Navellier is one of the most well-respected growth investors of our day. He's pulled impressive profits from the stock market for over twenty-seven years, he has also helped investors beat the market by nearly a 4-to-1 margin. Now, with *The Little Book That Makes You Rich*, he'll show you how to do the same. Growth investing; which aims to produce capital gains rather than income; is one of the best ways to invest for success. Best of all, Navellier has created a proven and easy-to-follow approach to growth investing that offers you a rare opportunity to outperform the market without taking on excessive risk. In *The Little Book That Makes You Rich*, Navellier explains exactly why this proactive approach works and skillfully shows you how it can be used to find stocks that are poised for rapid price increases; regardless of overall stock market direction. Filled with in-depth insights and practical advice, *The Little Book That Makes You Rich* details a proven formula for finding growth stocks that beat the market, which combines eight powerful fundamentals; such as sales growth and cash flow; with key quantitative ratings that measure the risk versus reward of buying a stock. It also outlines specific tools that take the guesswork out of when to buy and when to sell any stock on Wall Street. You'll learn precisely what to do to best maximize your returns, including how to structure a winning growth portfolio. And perhaps, most importantly, you'll discover how to monitor and maintain the overall strength and quality of your portfolio without spending excessive amounts of time doing so. Louis Navellier has made his living by investing in healthy, vital, growing companies. This approach allowed him to turn his financial dreams into a reality, and it could empower you to do the same. Written in an accessible and engaging style, *The Little Book That Makes You Rich* outlines an effective approach to building true wealth in today's markets; and proves you don't need the resources of a powerful Wall Street firm to achieve

unparalleled investment success.