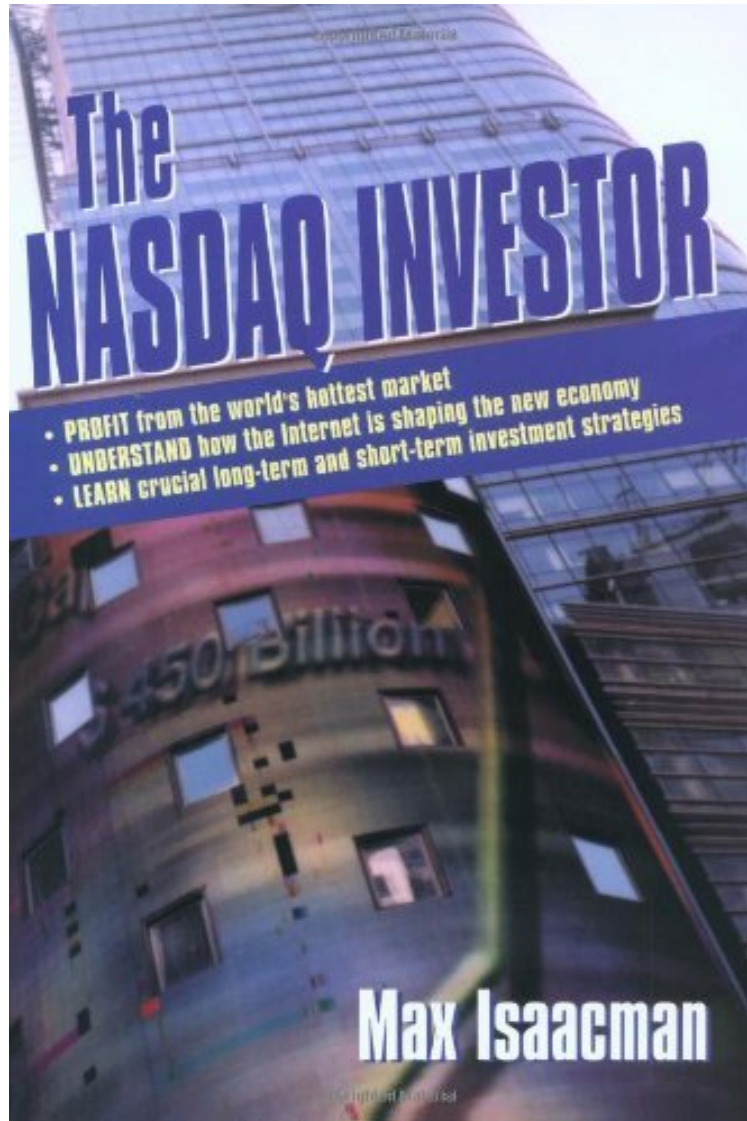


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Max Isaacman

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Max Isaacman : The Nasdaq Investor before purchasing it in order to gage whether or not it would be worth my time, and all praised The Nasdaq Investor:

2 of 4 people found the following review helpful. Some Basics About Volatile Stocks You Don't Need to Learn By Donald Mitchell This book has lots of detailed, accurate information about NASDAQ and the stocks that trade there. Unless you plan to buy and sell these stocks (which I would advise against for most people), this information is of little value. The book is a good implementation of an inappropriate book concept for most people. The author makes a great comment. " . . . [T]he market is a place for risk capital." I interpret that to mean money that you can afford to

lose, like money you have after you have provided for your retirement, paying for college educations, getting rid of your credit card debt, etc. Now, very few people are in the circumstance to have risk capital. Unless you do, stop thinking about investing in individual stocks now. If you do have risk capital, I suggest you read "Rich Dad, Poor Dad" as your first step. Because it is unlikely that your risk capital should be going first into stocks. If for some reason, you feel you must be in stocks, please read John Bogle's Common Sense About Mutual Funds. My favorite quote in the book is "If an investor had used only P/E ratios as a guide to purchase stocks, she or he would have missed out on many large gainers." That is certainly true, and missing out on those gainers would also have allowed you to miss out on many losers . . . and gainers that became losers. Can you think of a stock with an overpriced P/E in March 2000 that is higher today? Skip this book unless you are thinking about becoming a stock broker. After you read this review, I suggest you think about other areas where having less knowledge is an advantage. For example, would it help you to know more or less about post-surgical complications? Take advantage of all those situations when less knowledge is more! Keep your risk capital where it belongs, as the author recommends!

2 of 2 people found the following review helpful. A Fresh New Look By A Customer As an investor for over some 20 years, I am always interested in new strategies, forecasts and prescriptions for successful investing. Mr. Isaacman's book offers a fresh new perspective which incorporates all of the newly developed tools available to today's investor. Concise but conclusive, the Nasdaq Investor addresses a host of investment strategies which the new investor will be able to employ to assist in building their portfolio's performance and wealth, and the established investor can utilize to revamp, overhaul or adjust their portfolios to simply attain better results with less risk and anxiety. The book can also be used as a reference guide for various strategies in different market cycles which is really nice as the markets have become so dynamic in the recent past. The author's 35 years of experience in the investment community is brought to the forefront in the Nasdaq Investor.

0 of 0 people found the following review helpful. Nasdaq Investor Review By Douglas E. Cote', CFA Excellent primer for those seeking to profit from the Nasdaq market. Max Isaacman explains why the market is the hottest and most volatile; how even a novice investor can easily experience the market through QQQ shares; and why now may be the time to invest when the herd is headed in the opposite direction.

Techniques and strategies to invest in exciting, profitable Nasdaq companies today--as well as for the next 100 years MSFT...CSCO...INTL...Nasdaq stocks are leading the charge into a new century. The Nasdaq Investor is the first practical guide to concentrate specifically on riding the Nasdaq wave and taking part in today's most exciting, high-growth market. It explains specific trading strategies, methods for managing risk, stocks that stand poised to soar, and more. Uncovering the truths and fallacies behind Nasdaq, financial writer Max Isaacman reveals how investors can understand this explosive market—and reap the rewards of the new Internet economy. Both short- and long-term investors will learn to generate profits through: A look at the new economy—and how the Internet is driving its growth Comprehensive coverage of Nasdaq-weighted indexes, stocks, and mutual funds Nasdaq resources, including Top-50 stocks and valuable Web sites

From the Author The Nasdaq market is down over fifty percent from its high. If you believe in buying stocks when they are down, as I do, now is the time to buy my book, read it, and consider buying into this market where valuations have dropped. Investing has risk, be aware; but the best time to buy is when others are skeptical and even fearful. Enjoy my book. max isaacman

From the Back Cover The First Book to Show You How to Understand and Profit From Today's Dynamic Nasdaq Stock Market Nasdaq has become the market for the 21st century. Its heavy weighting in sectors that define the new economy—including Internet technology, biotechnology, and telecommunicationssshy;shy;makes it the market of choice for investors who want to stay ahead of the growth curve. The Nasdaq Investor outlines Nasdaq's central role in supporting and shaping the new economy, reveals techniques and strategies for trading profitably in this turbulent marketplace, and provides you with clear insights into today's fundamentally changed financial marketsshy;shy;and the stocks that move them. Praise for The Nasdaq Investor :

"Max Isaacman's The Nasdaq Investor successfully integrates a clear discussion of how the Nasdaq market works with an analysis of the potential for 'new economy' stocks and funds. He offers suggestions based on wisdom from experienceshy;shy;rather than unrealistic promises." -Gary L. Gastineau Nuveen Investments "Every investor should know the structure and mechanics of the stock markets in which they invest. This book is a valuable basic tool for all investors who wish to become more knowledgeable and thereby more empowered." -Fredric M. Roberts Investment Banker, former Chairman NASD Meteoric rises ... catastrophic tumbles ... the Nasdaq market has come to reflect both the best and the worst of today's explosive, technology-driven economy. Yet for investors who have learned to take advantage of all market environmentsshy;shy;up, down, or sidewaysshy;shy;the unprecedented turbulence of the Nasdaq could be like money in the bank. The Nasdaq Investor will help you understand the changes that have made today's investment marketplace the most exciting and perilous in history. A practical guide to successfully riding the Nasdaq wave, this first-of-its-kind book outlines specific strategies for reaping the rewards of this constantly moving market while managing your risks during times of extreme volatility. To help you profit from one of history's most accessible, exciting profit opportunities, The Nasdaq Investor provides a deeper understanding of

the market itself. The first book to combine insights into today's technology-driven economy with the history and foundations of the Nasdaq market itself, this hard-hitting, concise guide addresses the issues that really matter to investors. Which stocks and sectors are poised to catch the next market upturn? What factors have fueled the Nasdaq's breathtaking climbs and falls? How can investors profit from the former while hedging their portfolios against the latter? The Nasdaq Investor answers these questions and hundreds of others by always keeping its focus on investing. Covering everything from short-term trading techniques to long-term investment strategies, The Nasdaq Investor discusses: The new class of exchange-traded funds including QQQ, HHH, and others; and how they provide broad diversification for investors of any size Bases of valuation that go beyond P/E ratios to examine the potential of a company or industry Level II trading techniques to limit short-term trading risks while increasing upside potential Today's Nasdaq market is both a driver and a follower of the exciting new global marketplace. Read The Nasdaq Investor to ensure your understanding of this new marketplace and enhance your ability to consistently beat the averages while minimizing the investment risks of the transformed economy.

About the Author Max Isaacman is a nationally known columnist and financial journalist. He writes for the award-winning newspaper San Francisco Examiner, and he has also written for Delta Airlines Sky Magazine, Financial Technology News, and Personal Investing News. He is also featured on the Multex, the largest online research source. Over a career that has spanned 30 years, Isaacman was a representative of Montgomery Securities, a partner of Cohn and company, a vice president of Lehman Brothers, and an account executive at Merrill Lynch. He is currently a registered investment advisor at Mdi Research, his investor relations and research firm, located in San Francisco.