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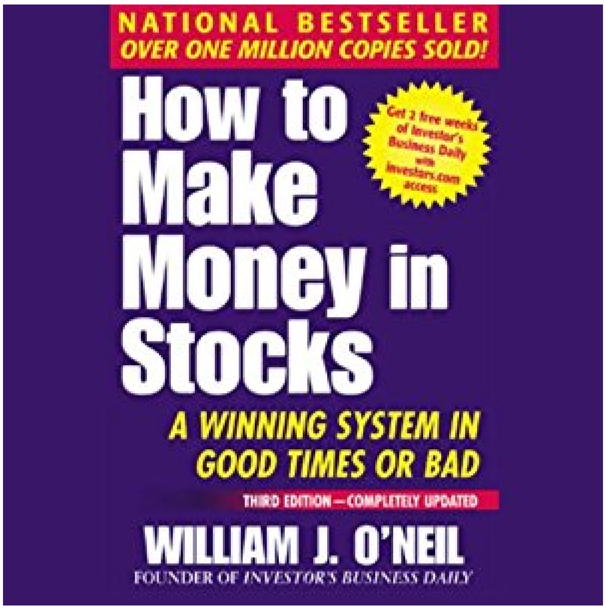
How To Make Money In Stocks: A Winning System In Good Times Or Bad



Synopsis

William J. O'Neil's proven investment advice has earned him millions of loyal followers. And his signature best seller, How to Make Money in Stocks, contains all the guidance listeners need on the entire investment processÃ Â- Ã Â- , from picking a broker to diversifying a portfolio to making a million in mutual funds.For self-directed investors of all ages and expertise, William J. O'Neil's proven CAN SLIM investment strategy is helping those who follow O'Neil to select winning stocks and create a more powerful portfolio. Based on a 40-year study of the most successful stocks of all time, CAN SLIM is an easy-to-use tool for picking the winners and reducing risk in today's volatile economic environment.

Book Information

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Customer Reviews

William O'Neil the author has just published his magnum opus and its a wonderful book to show the small investor how to attain wealth in an effective and systematic fashion.This book is a guide to understand how the Stock Market really works. William O'Neil perfected his CAN-SLIM method in the 1960's to make himself a multi-millionaire. He felt that his investment system was something most people could learn so he launched a newspaper in 1984 called Investment Business Daily (IBD) to teach small investors how to invest well and increase their net worth significantly.During the go-go Bull market years of the 1990's IBD reached a subscription level of over 300,000 subscribers and competed head-on the the venerable and established Wall Street Journal (WSJ). I am convinced IBD is the superior newspaper because it specifically teaches the small investor how to outperform Mutual Funds by using the small investor's main advantage - the ability to get in and out of the market quickly. This advantage when properly used allows the small investor to avoid the major damage of a huge Bear market downturn such as in the case of 2001-2002 and also in 2008. Mutual Funds being so heavily invested with billions of dollars of stocks are not so nimble; consequently they usually take heavy losses during large market downturns such as in 2008.His system is called CAN-SLIM. It is a complex set of rules; so allow yourself two years to learn the basics. You will have to master the reading of technical charts and understand fundamentals of various companies.

A comprehensive (and demonstraby successful) investment approach - beyond mere stock screening, June 13, 2009By William L. Lyman "FreeMarket" (ATLANTA, GA USA) - See all my reviews(REAL NAME)The CANSLIM stock investing methodology outlined in "How to Make Money in Stocks" is a time tested method that incorporates how the equity (stock) market(s) really work - for the passive, minority, outside investor. It is a 80/20 approach (with William O'Neil's approach, proprietary metrics and tools you can achieve 80% of the success with 20% of the effort) and explicitly rides the coattails of the market (read and react - don't fight/argue with the market). This system *IS* designed for the individual investor and small professional investor - I'm not sure it would scale for $250 million portfolios and above (but I'm not sure that it wouldn't either).CANSLIM is part fundamental (here earnings growth is the primary focus), part structural, part timing/technical and part money/risk management (this part is **crucial** to investment success). The vast amount of other investing books will typically provide only a screening/selection approach, but "How to Make Money in Stocks" provides a comprehensive investment approach including stock selection, portfolio composition, selling criteria and money/risk management.In short - buy stocks that have a reason to go up (a new product/management catalyst, a leading stock in one of the top 20% of the 196 IBD industry groups, strong earnings growth (>25%), solid Return on Equity (> 17%), reasonable leverage, etc.

Bill O'Neil is one of Wall Street's most famous investors, mostly because he founded Investor's Business Daily. In this book he outlines his trading system, called "CANSLIM," and details how he has used it for years to capture enormous moves in the stock market from stocks that are about to take off and become the next big thing. To give you an idea of the kind of stocks O'Neil prides himself on finding, his past hits include Microsoft, Home Depot, and .O'Neil's strategy is based on both technical and fundamental analysis, though the technical aspect receives much more space in the book. In fact technical analysis (meaning the reading of charts, volume, oscillators, etc) is so essential in O’Neil’s investing that he recommends not buying a stock with a bad chart, regardless of how good the fundamentals may be. The first section of the book details the points of fundamental analysis (again, he uses the acronym CANSLIM)-earnings growth, industry leadership, and market direction among others. The next section deals with technicals and charting, and the last section offers some general advice and a look at successful investors of the past.The methodology here is sound. When you buy stocks with the solid fundamentals O’Neil demands (which are not easy to come by) you get stocks with enormous growth potential. These are often the industry’s next super-stocks, and he tries to get in them right before they take off. Because of this you can safely buy a stock with a high P/E multiple (which many fundamentalists recommend against) or one that just broke its 52 week high, and you can do this because the underlying fundamentals of the company are so incredibly strong as to ensure further momentum.

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