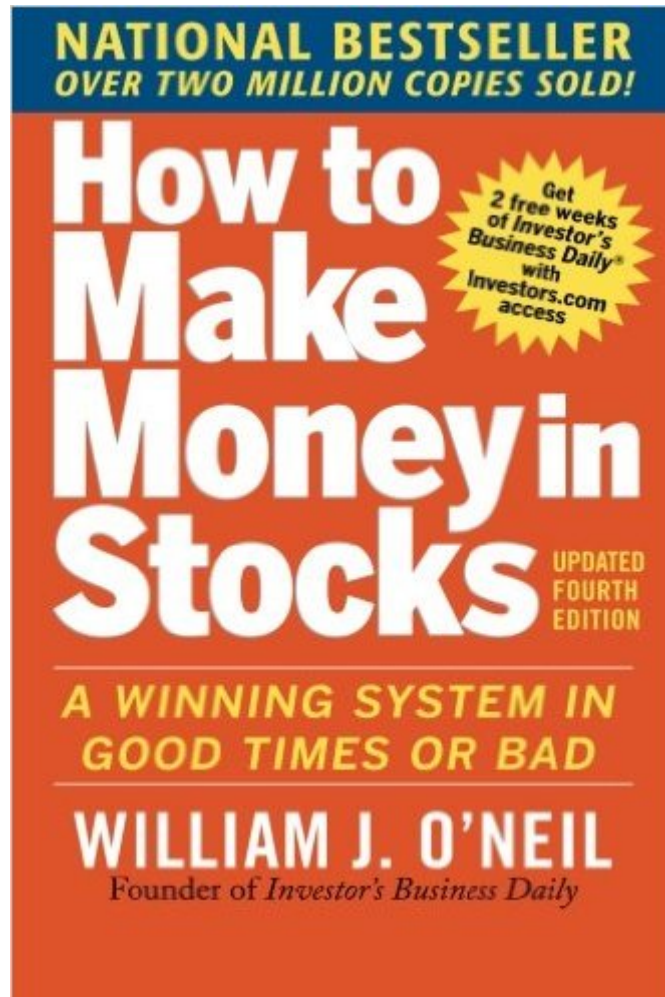


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How To Make Money In Stocks: A Winning System In Good Times And Bad, Fourth Edition



Synopsis

THE NATIONAL BESTSELLER! Anyone can learn to invest wisely with this bestselling investment system! Through every type of market, William J. O'Neil's national bestseller, *How to Make Money in Stocks*, has shown over 2 million investors the secrets to building wealth. O'Neil's powerful CAN SLIM® Investing System—a proven 7-step process for minimizing risk and maximizing gains—has influenced generations of investors. Based on a major study of market winners from 1880 to 2009, this expanded edition gives you: Proven techniques for finding winning stocks before they make big price gains Tips on picking the best stocks, mutual funds, and ETFs to maximize your gains 100 new charts to help you spot today's most profitable trends PLUS strategies to help you avoid the 21 most common investor mistakes! I dedicated the 2004 Stock Trader's Almanac to Bill O'Neil: "His foresight, innovation, and disciplined approach to stock market investing will influence investors and traders for generations to come." —Yale Hirsch, publisher and editor, *Stock Trader's Almanac* and author of *Let's Change the World* Inc. —Investor's Business Daily has provided a quarter-century of great financial journalism and investing strategies. —David Callaway, editor-in-chief, *MarketWatch* —*How to Make Money in Stocks* is a classic. Any investor serious about making money in the market ought to read it. —Larry Kudlow, host, CNBC's "The Kudlow Report"

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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 with 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 demonstrably successful) investment approach - beyond mere stock screening, June 13, 2009 By 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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