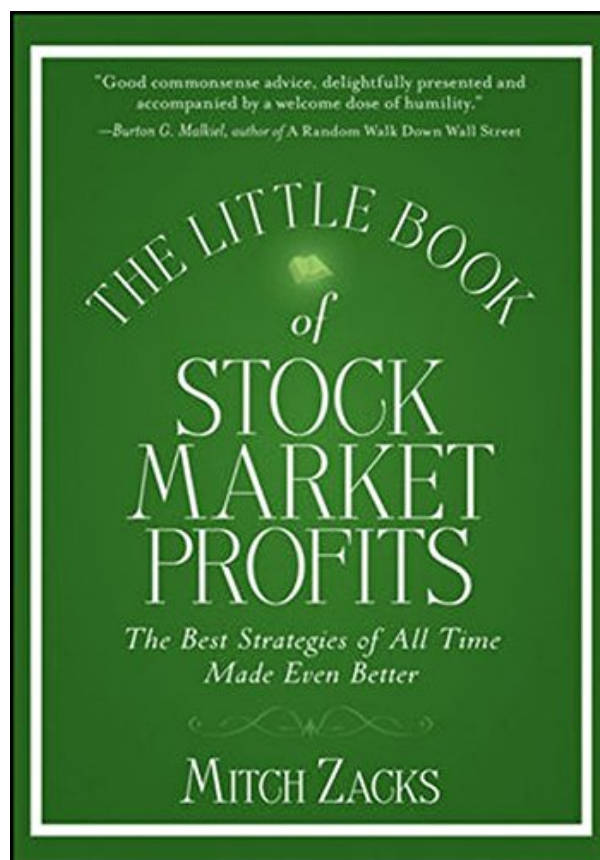
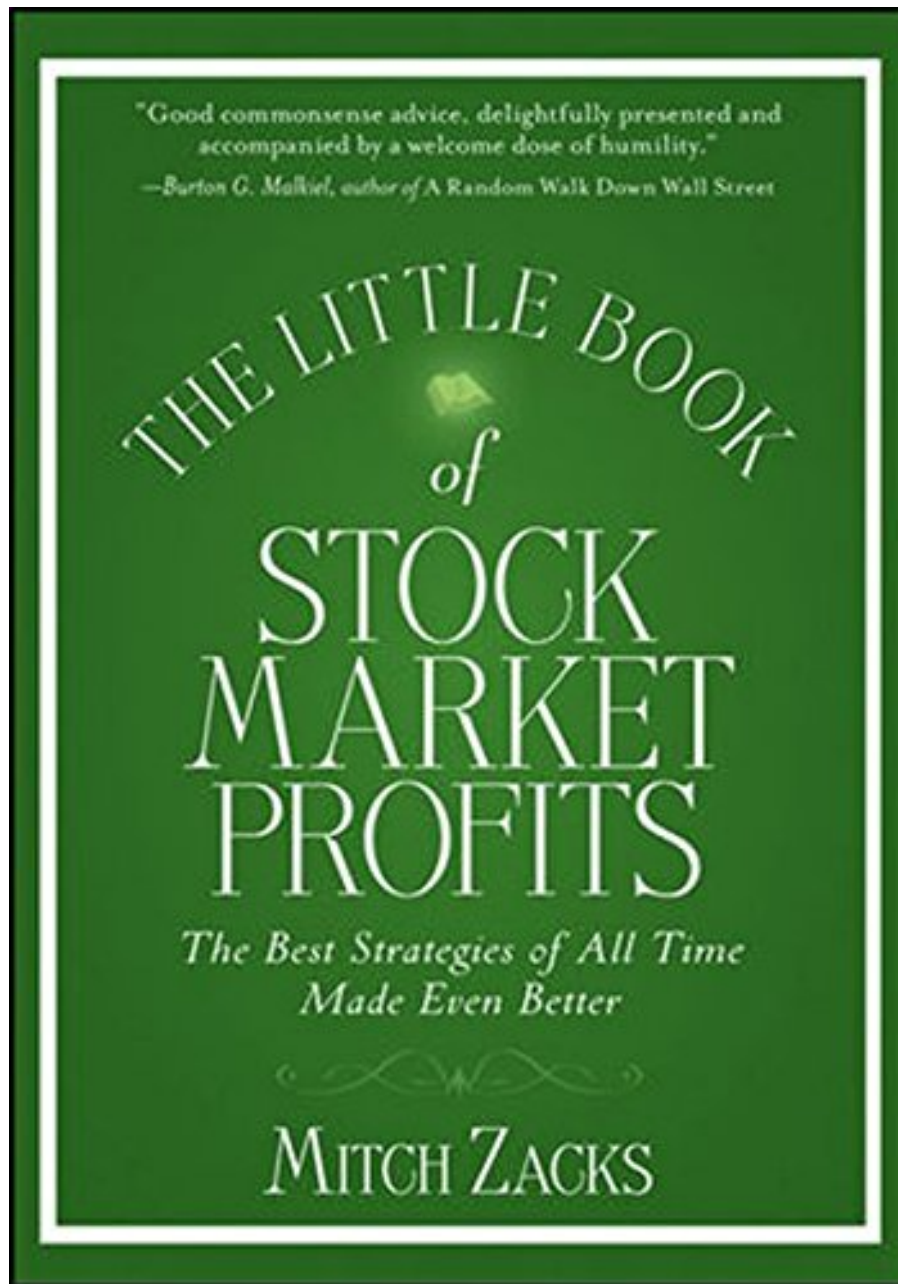


THE LITTLE BOOK OF STOCK MARKET PROFITS: THE BEST STRATEGIES OF ALL TIME MADE EVEN BETTER BY MITCH ZACKS



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Discover the technique of doing something from many sources. One of them is this book entitled **The Little Book Of Stock Market Profits: The Best Strategies Of All Time Made Even Better By Mitch Zacks**. It is an extremely well recognized book **The Little Book Of Stock Market Profits: The Best Strategies Of All Time Made Even Better By Mitch Zacks** that can be suggested to check out currently. This recommended publication is one of the all terrific **The Little Book Of Stock Market Profits: The Best Strategies Of All Time Made Even Better By Mitch Zacks** collections that remain in this site. You will likewise locate various other titles and themes from numerous authors to browse here.

Review

“It’s a fast read and offers useful advice for the active investor.” Seeking Alpha

From the Inside Flap

Over the years, various approaches to investing have emerged, but it's fair to say that some of them have been less than impressive. Today, the challenge for almost every investor is finding the right ways to earn above average returns. **The Little Book of Stock Market Profits** will show you exactly how to achieve this elusive goal.

Author Mitch Zacks—Senior Portfolio Manager at Zacks Investment Management—understands what it takes to make it in even the most dynamic markets, and now, with **The Little Book of Stock Market Profits**, he breaks down some of the best investing strategies of all time and reveals how you can effectively incorporate them into your own investing endeavors.

Engaging and informative, this reliable guide takes you chapter by chapter through various strategies that will help you improve your investment process, while allowing you to take advantage of certain market anomalies. Along the way, it skillfully addresses:

- Using momentum-based strategies and what type of stocks this method works best with
- Piggybacking on the trading decisions made by informed individuals—from large shareholders to CEOs—through the use of publicly disclosed insider data
- Understanding Initial Public Offerings (IPOs) and whether they will help, or hurt, your portfolio
- Following specific rules when buying value stocks
- Implementing an earnings accrual investment strategy that helps you try to outperform the market by effectively focusing on the quality of earnings
- Handling earnings announcements and what to make of post-earnings announcement drifts
- Following seasonal patterns in your investing activities by looking at common calendar anomalies such as the January Barometer, May/October Effect, and much more

Rounding out this detailed discussion of equity investing, Zacks touches upon the use of multifactor models in this process. Here, you'll learn how combining two or more different factors—for instance stocks trading at attractive valuation metrics and exhibiting strong price momentum—can generate returns that are greater than any one of the factors by itself.

Investing can be difficult, but with the right strategies you can improve your overall performance. The Little Book of Stock Market Profits will show you how.

From the Back Cover

"Mitch Zacks shines a bright light on many popular stock-picking strategies to show you what really works, and what doesn't. Relying both on research and actual data, Mitch explains what really works, and when a good strategy might not be so great. Whether you are a value, growth, or momentum trader, this book will help you profit."—Charles Rotblut, CFA Vice President, American Association of Individual Investors (AAII), author of *Better Good than Lucky*

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A timely guide to making the best investment strategies even better

A wide variety of strategies have been identified over the years, which purportedly outperform the stock market. Some of these include buying undervalued stocks while others rely on technical analysis techniques. It's fair to say no one method is fool proof and most go through both up and down periods. The challenge for an investor is picking the right method at the right time. The Little Book of Stock Market Profits shows you how to achieve this elusive goal and make the most of your time in today's markets.

Written by Mitch Zacks, Senior Portfolio Manager of Zacks Investment Management, this latest title in the Little Book series reveals stock market strategies that really work and then shows you how they can be made even better. It skillfully highlights earnings-based investing strategies, the hallmark of the Zacks process, but it also identifies strategies based on valuations, seasonal patterns and price momentum.

Specifically, the book:

- Identifies stock market investment strategies that work, those that don't, and what it takes for an individual investor to truly succeed in today's dynamic market
- Discusses how the performance of each strategy examined can be improved by combining into them into a multifactor approach
- Gives investors a clear path to integrating the best investment strategies of all time into their own personal portfolio

Investing can be difficult, but with the right strategies you can improve your overall performance. The Little book of Stock Market Profits will show you how.

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- Binding: Hardcover
- 204 pages

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Most helpful customer reviews

17 of 18 people found the following review helpful.

Beginner's Guide to Investing Anomalies

By The Creature

This fairly short book is a very decent introduction to stock market anomalies. It discusses several anomalies and then attempts to explain why they may work. It also looks into whether each anomaly may be the result of data-mining. One of the tests it uses on most of the anomalies is "does it also work on non-US markets" which is an excellent way to sort out the wheat from the chaff.

Those expecting to be introduced to one or more anomalies that outperform the market by wide margins are likely to be extremely disappointed. The ones that are judged to be authentic outperform the averages by perhaps a couple of percent a year. Other ones outperform by wider margins but these are before commissions, liquidity and bid-ask spreads are considered which since most involve illiquid stocks will likely eat up much of the outperformance. Also, the author points out several anomalies that may have been authentic and powerful but apparently were arbitrated away by the markets within a few years of being first written about.

In the end, far from coming away with all-time "best strategies" that handily beat the averages, one is left with a few strategies that slightly beat the market. It's almost a book that supports passive investing by default. As he states in the video interview below, the market is "brutally efficient". Credit however goes to the author for not over-hyping the anomalies discussed in the book even if the title does.

8 of 8 people found the following review helpful.

Disappointed

By Merrell T. Denison

His first book "Ahead of the Market" was excellent, and I looked forward to this one. But the Tweedy Browne website offers a free booklet entitled "What Has Worked In Investing" which covers more ground, better. Particularly weak was the chapter on Value Investing. Buy "Ahead of the Market", give this one a pass. Sorry, Mr. Zacks.

6 of 7 people found the following review helpful.

Solid concepts, but repetitive writing without enough detail

By AmazonUser

I happen to think the author is intelligent and knowledgeable. This becomes clear from the way he describes anomalies and his even-handed approach to evaluating the pros and cons. However, the book is lacking in several aspects. First, it is truly a tiny book. About 5"x7" hardcover. This makes it awkward to hold physically and hard to read when each line of text contains only about 6-7 words. So you get 200 of these tiny pages, but only about 40 are needed. For some reason, the author tends to repeat general concepts throughout each chapter instead of progressing to more detailed or advanced topics. As an example, the chapter on insider trading mentions that insider buying is more predictive than insider selling. This fact is repeated over and over and over again -- each time presented as if a brand new assertion was being made. This style quickly becomes tiresome. Poor editing, padding, sheer lack of material -- I'm not sure which. I just wish this already-condensed book was either condensed more (made shorter) or expanded to include useful data. As it is, there are countless references to historical trading strategy studies, but *none* of them are footnoted.

Overall, the topics Zacks presents are all worth knowing/learning as a trader. And I can't disagree with anything he says in the book. But in terms of efficiency and usefulness, it's not what it should be in my opinion.

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