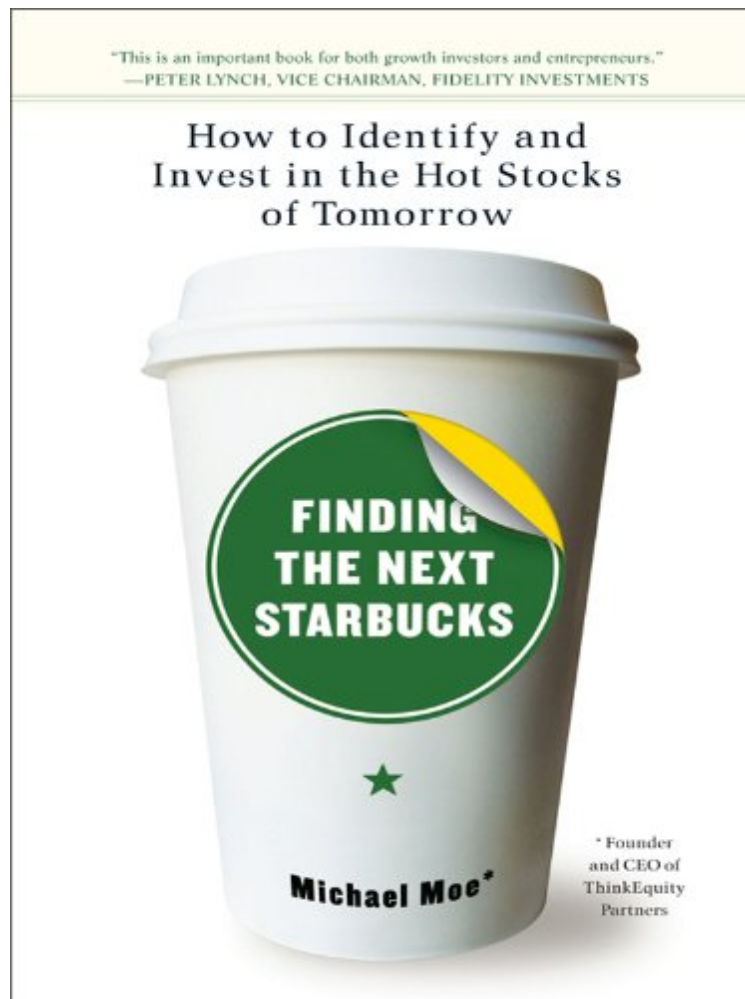


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## Finding the Next Starbucks: How to Identify and Invest in the Hot Stocks of Tomorrow

*Michael Moe*

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**Michael Moe : Finding the Next Starbucks: How to Identify and Invest in the Hot Stocks of Tomorrow** before purchasing it in order to gage whether or not it would be worth my time, and all praised Finding the Next Starbucks: How to Identify and Invest in the Hot Stocks of Tomorrow:

8 of 8 people found the following review helpful. Invest for the Future!By RobEvery amateur investor's dream is to find the "next big thing," but actually accomplishing this is harder than it sounds. Thankfully, Michael Moe's book has specifically laid out the industries that are likely to experience explosive growth in the future; and so that we can pick the right companies in those industries Moe has plenty of historical analysis about what other great companies did as they grew into present-day beasts. I especially like the comparative analysis at the end of the book that compares a successful stock pick (like Best Buy) to a bad stock pick (like Circuit City). Even though both companies look

seemingly identical within the electronics retail industry the small but important differences are what this book teaches you to pick out. 3 of 3 people found the following review helpful. Real GoodBy DCG For the most part, this book is really good. A lot of his individual picks for future growth companies (this was written in 2006) have not panned out (at least not yet), but the book still has a ton of valuable information. The 'Star Gazer' Interviews are worth the price of the book alone. One downside is the website ([...]), which is supposed to compliment the book (it has continuations of many interviews in the book more) appears to have been abandoned; It has not been updated in years and does not even let your register to view prior information. 2 of 2 people found the following review helpful. Finding the next StarbucksBy TK This a great read for anyone who wants to invest in the market. The concepts are straight forward and unique. Michael teaches you how to determine what are the next great growth companies in the future. It reminds me of another great book called One Up on Wall Street by Peter Lynch.

Michael Moe was one of the first research analysts to identify Starbucks as a huge opportunity following its IPO in 1992. And for more than fifteen years, he has made great calls on many other stocks, earning a reputation as one of today's most insightful market experts. Now he shows how winners like Dell, eBay, and Home Depot could have been spotted in their start-up phase, and how you can find Wall Street's future giants. He forecasts the sectors with the greatest potential for growth, and explains his four Ps of future superstars: great people, leading product, huge potential, and predictability. Moe also includes interviews with some of the biggest names in business?like Howard Schultz, Bill Campbell, and Michael Milken?who reveal their own insights into how they discover the stars of tomorrow.