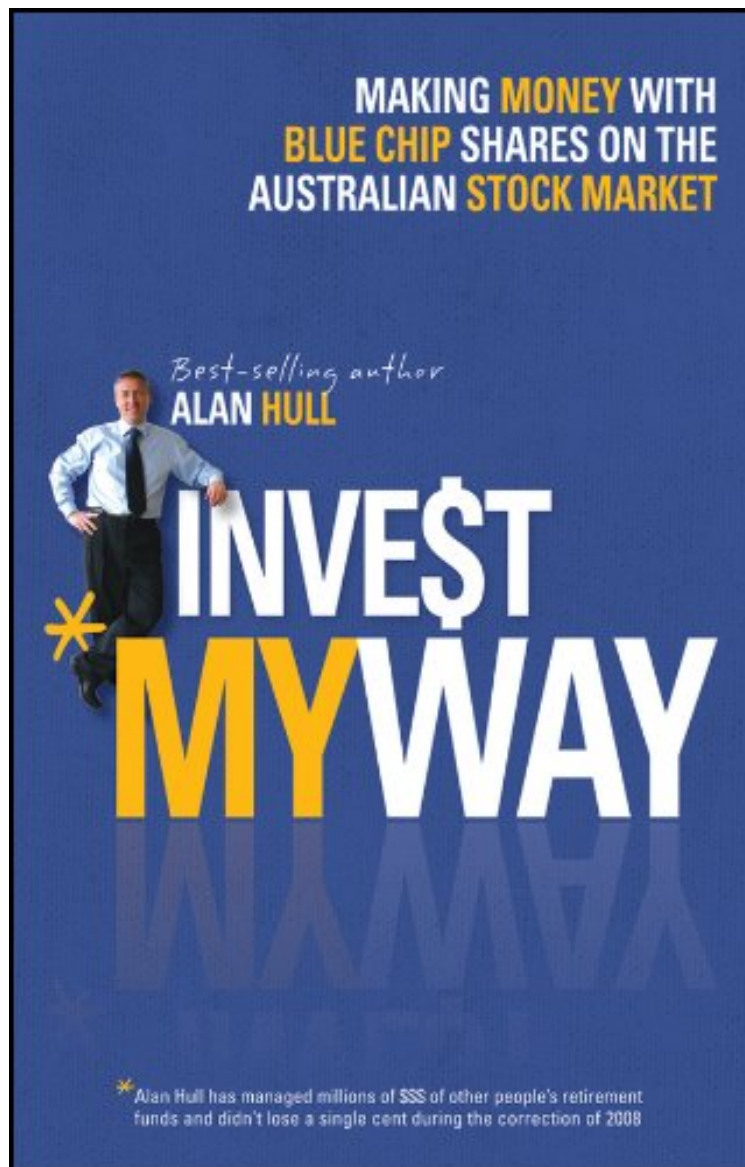


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Alan Hull

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The definitive guide to buying blue chip shares on the Australian stock market Designed for DIY investors looking for simple, practical, low risk strategies for managing their blue chip shares, Invest My Way: The Business of Making Money on the Australian Share Market with Blue Chip Shares is perfect for anyone interested in either trading or investing long term in Australian blue chip shares. Written by respected trader and market educator Alan Hull, the book provides readers with a unique, holistic investing strategy for managing blue chip shares to optimize both capital growth and income (dividends). Beginning with basic coverage of managing blue chip shares, the book also includes invaluable information on managing portfolios as well as offering advice on when to buy, sell, and accumulate stocks. In-depth and comprehensive, Invest My Way is the latest instalment in Hull's collection of investment texts including Active Investing and Trade My Way which, taken together, provide readers with a complete stock market solution. Presents a unique new strategy for making money with blue chip stocks Author Alan Hull is a respected, well-known trading and investing expert Walks readers through the entire blue chip investing process, including building portfolios with maximum capital growth and returns The third instalment in Hull's complete guide to making money in the stock market, following in the footsteps of Active Investing and Trade My Way Essential reading for casual investors, including baby boomers, retirees, SMSF trustees, and anyone else interested in trading or investing long term in Australian blue chip shares.

From the Back Cover Some investors want income and others seek growth. Regardless of your strategy, do you know when to own shares and when to stay in cash? Designed for DIY investors looking for simple, low-risk strategies for managing their shares, Invest My Way is the definitive guide to buying blue chip shares on the stock market. Beginning with the basics of investing, this book includes information on managing portfolios for optimal capital growth and dividends. Sharemarket expert Alan Hull explains the ins and outs of investing in blue chip shares in easy-to-understand and engaging language, including how to: Hunt down and manage growth and income shares Use charting and fundamental analysis to your advantage Manage risk like the professionals with the 2 percent risk rule Time the stock market to maximize your returns Make money from blue chip shares - invest Alan Hull's way! About the Author Alan Hull has been investing in blue chip shares for decades and is one of Australia's most respected sharemarket experts. He has appeared on Sky Business Channel and is a popular speaker on the seminar circuit. Alan is the bestselling author of Active Investing and Trade My Way which, together with Invest my way, provide readers with a complete stock market solution.