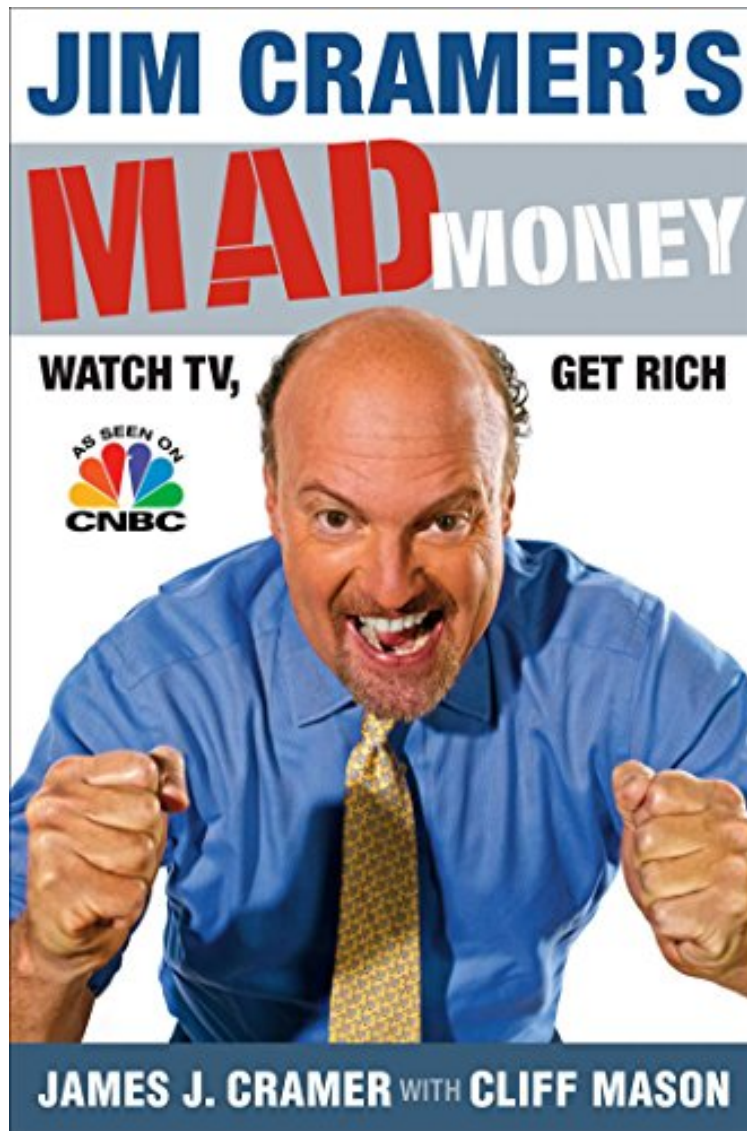


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Jim Cramer's Mad Money: Watch TV, Get Rich

James J. Cramer

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James J. Cramer : Jim Cramer's Mad Money: Watch TV, Get Rich before purchasing it in order to gage whether or not it would be worth my time, and all praised Jim Cramer's Mad Money: Watch TV, Get Rich:

0 of 0 people found the following review helpful. An Excellent Place To StartBy FCD117Everything in this book is valid as far as "investing 101" is concerned. I have been investing in stocks since 1980. When my son became interested in the stock market, this is where I suggested he start. There is no magic, do your homework, stay diversified! Thank You...0 of 0 people found the following review helpful. Good Accompanying book to the Mad Money ShowBy Layton AldrichI watched Jim Cramers's Mad Money show regularly for a few years with my main objective being to find stocks that I am no familiar with. While the show did have some entertainment value, I

learned not to act on Jim's recommendations blindly. Any stock ideas out of the show were put through the same technical and fundamental filters I regularly use for my trading and only took positions in those that passed these criteria. My intent in purchasing the book was to get more specific and detailed information on how Jim decides whether a stock should be bought or sold, especially the ones asked about in the lightning round. Although the book does describe each section of the show and its objective, no clear action oriented details that I was hoping will add value to my stock screens were available in the book, maybe I was expecting too much!. On the other hand reading the book does help the viewer follow each segment of the show better and that is the reason for my high rating. 2 of 2 people found the following review helpful. Good Supplemental Book By Michael Montalto This book is more of a supplement to one of Jim Cramer's earlier writings with some updates to his previous commentary. It's a shorter read than his earlier two investment books and focuses on some of the same topics as in earlier books but with updated information. I personally take notes when I read books like this and find his strategy to be a very good one. The cream of the crop in this book however is his detailed explanation and back of the book hand out for "doing the homework". As you may or may not know, Jim Cramer doesn't believe in Buy Hold, but Buy Homework. In review of a stock I now do the following: 1. Review companies balance sheet 2. Compare companies current PEG to it's peers, sector and industry 3. Review it's trading multiple 4. Review it's dividend yeild (and compare to others) 5. Develop a thesis on why I like the stock 6. Listen to the quarterly conference calls (this is a BIG tip and as boring as they can be, you really should do this) 7. Review the quarterly and annual reports 8. Become as familiar with where I believe the stock is GOING rather than where it's been. Jim goes into some specifics about how to watch his show, what to take seriously, how to and what to listen for when he has guests on his show, and a key one, that the Lightning Round is really just for fun and there is no real work that has been put into this segment of the show. Overall, Jim Cramer writes about investing in a way that is enjoyable and understandable for the common investor who believes that we can manage our own portfolios well enough on our own. I would recommend that you take these writings seriously and come to terms with what you believe to be true and then test them. While I prefer his previous two books in regards to this subject more, I found this book to be worth the buy and I'm proud to have it in my library.

"Investing well isn't easy, but it is possible. My goal in life is to make it easier for you to make money." Jim Cramer is the champion of the middle-class investor. Every night on Mad Money, he provides valuable information about stocks, steering investors away from danger zones and leading them to the investments that can turn a lackluster portfolio into a powerhouse of profit. In his new book, he shows investors how to take the advice on his TV program and put it into action. Cramer walks investors through the key decisions they have to make: understanding their tolerance for risk and defining their goals, doing the essential homework on a stock, and knowing how to buy and sell stocks the right way -- the Cramer way. This is a true nuts-and-bolts guide to investing, from Cramer's detailed discussion of the sort of homework investors must do to his own guidelines for knowing when and how to sell stocks. Mad Money is a hugely entertaining television program, but it also offers valuable information that can be the basis for a winning portfolio. Cramer shows how to turn the "Lightning Round" into a terrific tool for investing; it's stock-market strength training. He reveals how he can assess a stock in only seconds -- a valuable skill that every investor can acquire and put to good use. He explains what to look for in his CEO and CFO interviews, and how to use those conversations to make successful investment decisions. He reviews some of his best calls made on Mad Money, as well as some of his worst ones, to extract ten lessons from each that can profit every investor. And for the Mad Money junkies who just can't get enough, Cramer goes behind the scenes to explain everything from the reason behind his deliberate mispronunciations to his notorious chair abuse to the zany props and buttons that keep things humming. From the first "Booyah" to the last roar of the bull, Mad Money is every investor's favorite television program, and Jim Cramer's Mad Money is the book that can turn a TV program into a top-notch stock portfolio.

About the Author James J. Cramer is host of CNBC's Mad Money; cofounder of TheStreet.com, where he is also an online columnist; and "Bottom Line" columnist for New York magazine. Excerpt. copy; Reprinted by permission. All rights reserved. Introduction Investing well isn't easy, but it is possible. My goal in life is to make it easier for you to make money. I want to help out regular people with paying a mortgage, or college tuition, or hey, if we really do well, maybe buying a boat. Picking the right stocks is one of the hardest parts of investing, and every night on Mad Money, I try to take some of that burden off your shoulders. If you watch the show, I can give you good stocks. I can help you understand where the market's going. My last book, Jim Cramer's Real Money: Sane Investing in an Insane World, gave you the disciplines and insights I had developed over the course of my long career as a money manager. Since I wrote Real Money, it's gotten harder to be a regular investor. We live in a more dynamic, more economically integrated world, and that means it takes more effort to know all the facts you need to invest wisely. In this book, I'll show you how you can best use Mad Money to make money in this new, more complex global economy, and I'll also teach you the many new lessons about investing that I've learned from putting the show together every weekday for more than a year. I hope Mad Money, and this Mad Money book, can give you a life that's richer in wealth if not necessarily in spirit. But if you think just watching Mad Money alone can make you rich, you're dead wrong. If you

think that watching the show and maybe doing a little research on the side can make you money, I'd bet you're off the mark there too. It's not enough just to process what I say on the show. You need to know what to do with it. And that, my friends, is what this book is all about. I want to help you take the advice I give out on Mad Money and show you how you can turn that advice into money in your pocket. That's what I'm all about: helping everybody get rich. There's a method you need to use, there are protocols to follow. Sometimes you'll need a translator to understand what I'm saying on the show, because I get a little caught up with the idea of being on TV and start making lots of incomprehensible references to things only a few hundred people have ever heard of. But if you watch the show, and if you use this book to turn my advice on the show into real investment strategies, I think you'll be able to make yourself some serious dough. I don't want to knock the show -- it's fun to watch -- but there's more to investing than I can convey in an hour a night of TV, especially when I have to keep from being too didactic in order to hold everybody's attention. This book is about maximizing what you can do with the market advice I freely distribute on the show -- advice that comes out of two decades of experience playing the market, and playing to win. This book is the necessary complement to Mad Money, and the even more necessary sequel to Jim Cramer's Real Money: Sane Investing in an Insane World. In Real Money I wanted to help individual investors make money in the stock market. I wrote that book before I had Mad Money, and in the last year and a half, things have changed. I learned more in the first year of making my show than I learned in any five years I spent running my hedge fund. Now I've got a new approach to stocks. It's pretty simple: there's no such thing as the market. Whenever people talk about "the market," they're really talking about a very small group of large institutions: hedge funds and mutual funds. Because these funds control so much of the money in the market, they're the ones who determine stock prices. A stock is only worth what the big institutions are willing to pay for it. Mad Money and this book are both meant to help you, the individual investor, understand what these big players are doing and to help you try to beat them at their own game. In this book, I'll tell you how to make the best use of my show in light of my new philosophy, and I'll teach you the important new lessons I've learned since I wrote Real Money. The market's changed; my new rules will help you capitalize on my most recent experience with stocks, and they'll help you deal with a stock market that's gotten harder. Now, sometimes I've got to toot my own horn just so you guys will listen to me. I have a few talents: I am a pretty good stock picker and a successful investor. Just so you don't think I'm conceited, I'm also not the most considerate guy on earth, and I'm a bad sport when playing Monopoly. The point is, I know how to make money in the market, and I want to help you make as much money as possible. I'm not doing it to be famous, and I'm not doing it for the pay, because I've already got more money than I feel comfortable having, and I say that as an incredibly greedy capitalist. I need to make you rich. I don't know why, maybe it's out of a pervasive sense of guilt, maybe I'm a nice guy -- it doesn't matter. You will need more than just Mad Money if you're going to make the money I want you to make. Originally, back at the end of 2004 when we first started throwing ideas together to make the show, I had a plan. There are a lot of people out there who need reliable, honest advice about stocks. You can't be sure about research from this or that brokerage house. They've all been tarnished; they've been tarred and feathered and ridden out of town on a rail for colluding with their clients. And business journalism has the same problem as every other kind of journalism. Nobody ever takes a side, expresses an opinion, or even evaluates the validity of the press releases they get. No one ever puts his neck in doctor guillotine. Instead, they present these bland pseudo-analyses that in the end tell you nothing. Reporters want to tell you the news. You can't make a dime off the news unless you know what to do with it, and that's why Mad Money was born. I wanted to do something different and more helpful. My goal is to create hundreds of thousands, maybe millions of people who diligently invest their money in stocks and come out of it with some mad money. I happen to think my TV show is great. I think it's the best thing on TV short of 24, The Shield, and most of what's on HBO. Good as I think it is, you need more. You need a supplement, you need something that lets you convert what I give you on the show into money in your pocket, and that's why you need this book. Here's how it all comes together. I may play a total madman on TV, but I'm really just a very unbalanced guy at home. However, when it comes to stocks, I believe in being rigorous and methodical, not crazy. There's no madness to my method. If you want to watch Mad Money and then turn around and make yourself a fortune, you have to understand that method. You have to know what to watch for -- which observations are significant and which ones aren't. That's the way this book will make you money. The great thing about Mad Money is that it's an up-to-the-minute show. Real Money, my last book, has great general advice about the strategies you should be using to make money in the market, but it has no up-to-the-minute, immediate component. What you're getting in this book is a way to take the detailed, immediate recommendations and observations from the show and turn them into money in your pocket. I want this book to guide you through the nitty-gritty details of researching the stocks I recommend every single night on the show. I don't just hand you money on a silver platter. I wish I could. I wish it grew on trees, but it takes hard work to make money. I think I'm giving great advice on the show, but you still have to do your homework if you're going to turn that advice into the one thing we're after: money. So in this book, I'll tell you how to do the homework and how to decide which stocks are for you and which stocks you should stay away from, given your age or your personality. I want to guide you through the process of purchasing the stocks you like and then deciding when, where, and how to sell those stocks. I never have time to get into this sort of thing on the show, but it's just as important to know how to buy and sell the right stocks as it is to

know how to pick them. I want to take some of the more complicated concepts and ideas that I use on the show and break them down for you, because knowing how to decode genuine Wall Street gibberish, and genuine Cramer gibberish, will improve your game. I'm writing this book because I want you to feel like you've got me sitting right next to you, guiding you every step of the way when you buy and sell the stocks I pick on the show, or when you just try to implement my more general advice. But I want to do more with this handbook than just teach you how to follow my marching orders. Just as I do on the show, I want to educate you. Making Mad Money has been an education for me, and I have twenty new rules for investing, rules that I've formulated by rigorously analyzing my successes and failures. These rules explain how to invest in a market where the big hedge funds and mutual funds run the show. They're new disciplines that will let you anticipate the behavior of the big institutions. If you can do that, you can get rich. I'm not repudiating my rules in Real Money -- they're still valid -- but the world has changed. My twenty new rules are a supplement to my Real Money rules, not a substitute for them. That's not all. If you want to get the most out of Mad Money, you need to understand how I operate. Every night I take dozens of calls in the "Lightning Round," a segment where callers ask me what I think about their stocks. I don't know what the stocks will be beforehand, but I still manage to give out decent advice. In this book, I'll show you exactly how I can tell people whether to buy or sell something with only five or ten seconds to think about the stock. I'm revealing all the secrets of the "Lightning Round" and all the tricks I use to pull it off every night. Not only that, I'll even show you how to do your own Lightning Round -- not in order to impress your friends, but because the preparat...