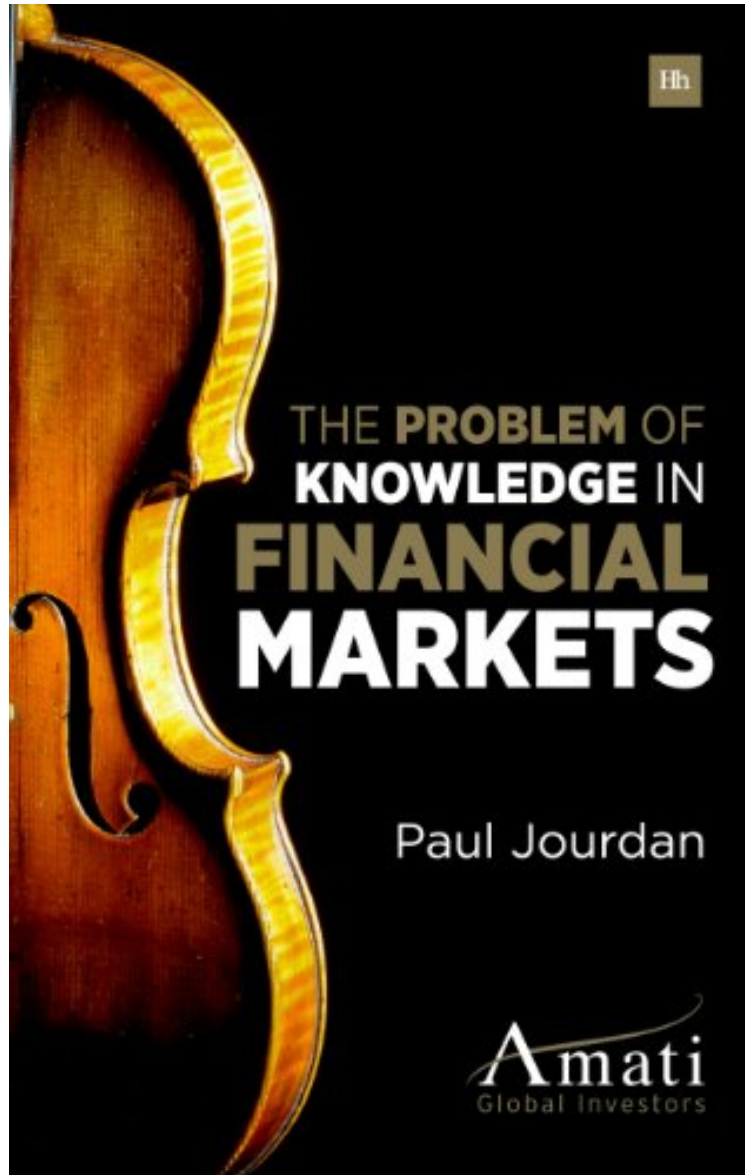


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# The Problem of Knowledge in Financial Markets

*Paul Jourdan*

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include 1. not being able to know everything (problem), 2. issues with the accepted industry jargon of investment method categories i.e. "Value Investing", 3. why investing is a long and difficult art and should not be considered "easy", 4. how history assists in investing and to make sure you have the full story, and 5. how information changes its "weight" constantly as it's being analyzed (and how the information is influenced). Included is Nigel Lawson's Investing Rules, i.e. "Avoid companies whose chairman's photograph is published more than four times a year" and "Bad figures always take longer to add up than good ones" among 5 others (which are actually great little add-in's to a Financial Analyst's tool-box). Overall a great read. I definitely recommend this free version and will pursue the full version as well.

One of the undoubted highlights of the book 'Professional Investor Rules' is the chapter by Paul Jourdan, AAA-rated fund manager and CEO of Amati Global Investors. A highly pellucid and thought-provoking piece, it takes an unflinching look at what it means to be a successful investor engaged in the "living and strangely intelligent organism" of today's financial markets - the importance of self-knowledge, the vital role of history and stories, and the limits of certainty that every investor must come to terms with. This eBook exclusively reproduces the chapter as a standalone piece. It remains a striking and provocative piece of essential reading for every investor.