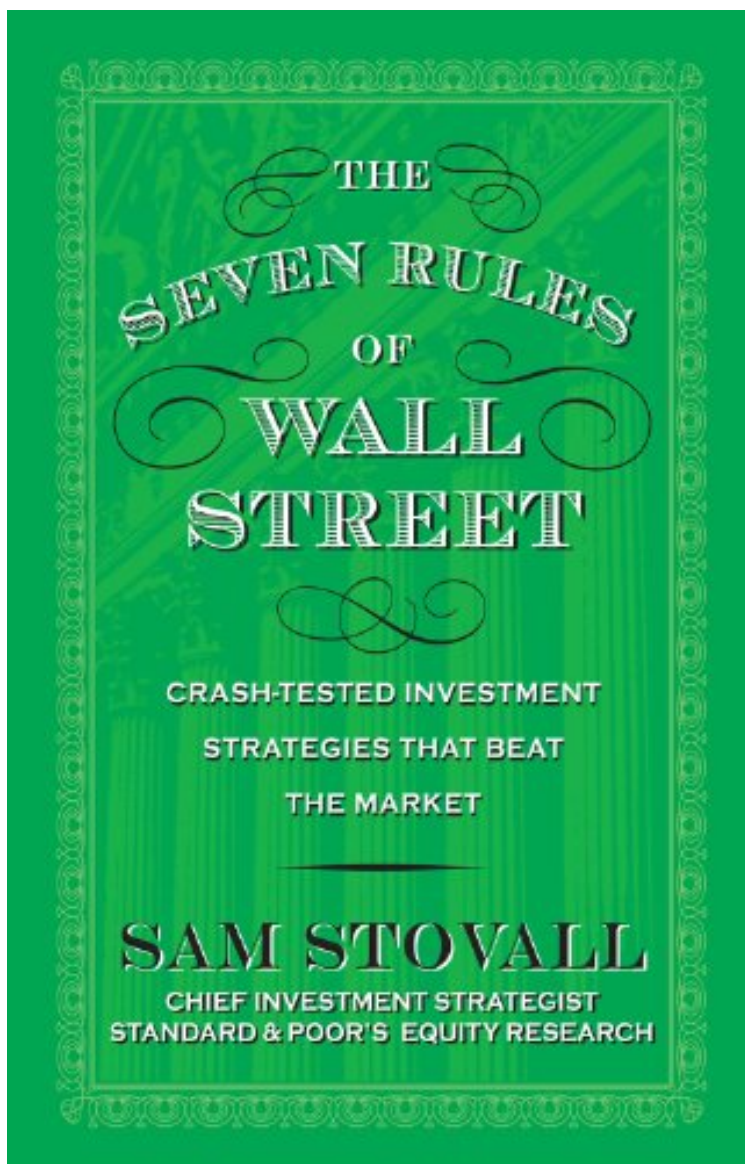


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The Seven Rules of Wall Street: Crash-Tested Investment Strategies That Beat the Market (General Finance Investing)

Sam Stovall

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Sam Stovall : The Seven Rules of Wall Street: Crash-Tested Investment Strategies That Beat the Market (General Finance Investing) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Seven Rules of Wall Street: Crash-Tested Investment Strategies That Beat the Market (General Finance Investing):

0 of 0 people found the following review helpful. too outdatedBy harry57This book has some good ideas, however, the websites and information are no longer active, and are probably too outdated to be very useful at this time. It can be read for ideas, but no more.0 of 0 people found the following review helpful. A GemBy ChipI love this book because, to me, it seems to embody Einstein's advice that "Everything should be made as simple as possible, but not simpler." Mr. Stovall's concise treatise wastes few words, and is precise and quantitative, but never pedantic and always fun to read. Starting with the simplest possible sector rotation strategy, he leads us through a natural exploration of "seven" variations. Most can be applied either to leading sectors or to leading industries. All are back-tested against the SP 500 in terms of both annual growth and standard deviation.My only complaint: Stovall's industry strategy is built around determining the 10 leading GICS sub-industries based on trailing twelve month performance. This is less easy than it sounds -- Fidelity, for example, reports data for the 67 GICS "industries" rather than the 154 GICS "sub-industries". I subscribe to SP Outlook Online, which does provide sub-industry data, but doesn't provide TTM comparisons, nor does it provide a direct comparison of all subindustries.0 of 0 people found the following review helpful. Simplistically InsightfulBy SWINGTRADER930The book is written for investors at all levels. I consider myself a seasoned investor and trader, but yet still found this book to be enlightening. The principles in the book are very simplistic but yet they will change your view of the markets and your investing strategies. I consider it a book every investor and trader should read. It is an easy read and worth every penny I paid for it.

ldquo;Sell in May, and then go away.rdquo; It's an old saying, but this Wall Street adage is as relevant today as when it was first uttered. It worked once again during the market decline that began in 2008. In *The Seven Rules of Wall Street*, Sam Stovall, master investment strategist and expert on stock market history, presents seven familiar sayings that not only convey enduring truths but also serve as superb investment strategies. In this engaging guide, Stovall subjects his chosen sayings to the facts of history and to his own personal experience. When it comes to building a portfolio, for instance, should you ldquo;let your winners ride, but cut your losers shortrdquo;? Absolutely. ldquo;On average,rdquo; Stovall writes, ldquo;the 'winners' beat the market by a near two-to-one margin. The winners also beat the losers most years: seven out of every 10 years.rdquo; Other Wall Street one-liners that emerge as timeless truisms include: As goes January, so goes the year Don't get mad--get even Don't fight the Fed There's always a bull market someplace To support his conclusions, Stovall complements his sharp insight with the results of detailed back-testing, as well as tables and charts drawing on decades of stock market data. A fun and lively read, *The Seven Rules of Wall Street* provides an abundance of wisdom in remarkably few words--proving that investing books can be as entertaining as they are educating.