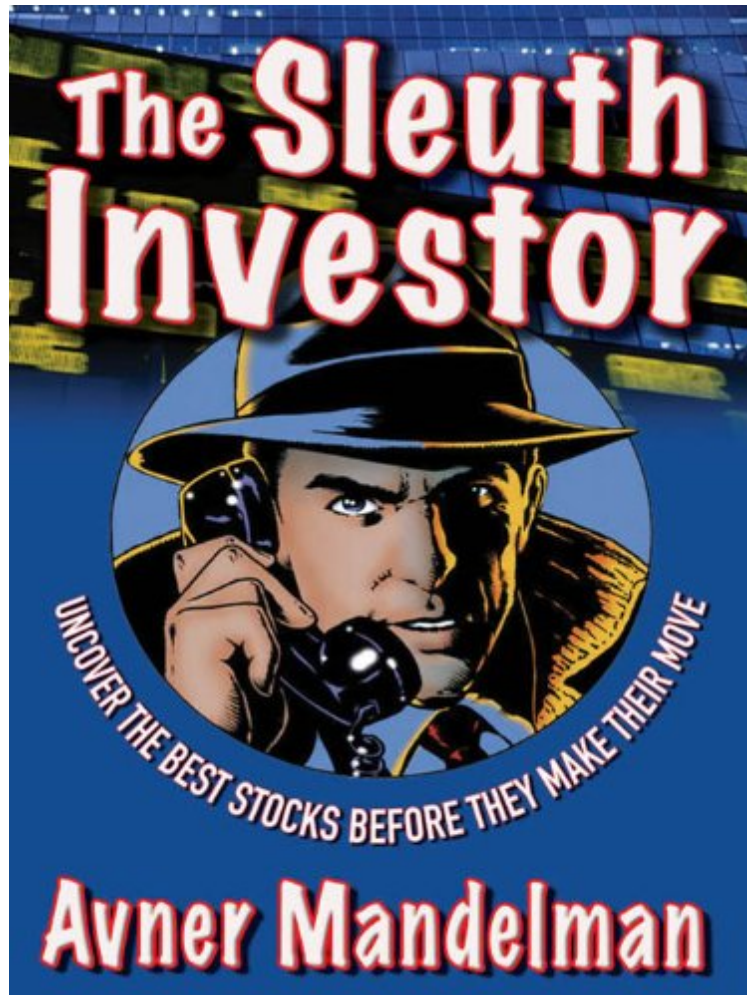


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The Sleuth Investor: Uncover the Best Stocks Before They make Their Move

Avner Mandelman

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Avner Mandelman : The Sleuth Investor: Uncover the Best Stocks Before They make Their Move before purchasing it in order to gage whether or not it would be worth my time, and all praised The Sleuth Investor: Uncover the Best Stocks Before They make Their Move:

2 of 3 people found the following review helpful. great book for investors that goes over due diligence techniquesBy MicroCapClubIf you were buying a brand new car, would you do so without a test drive? No of course not. Not only that but you would likely do a Google search to see what buyers are saying about the car, maybe buy a consumer reports magazine to compare similar models, talk to friends who may drive that particular model, and if you have a friend in the car business ask them for their advice. I think all of this would be considered rather normal before you made a purchase decision.The irony is that most investors put more due diligence into a car purchase then where they

are putting their life savings. So many investors, even professional investors, only conduct surface due diligence on companies. Surface due diligence is information that is readily available like SEC Filings, financial statements, and press releases. Yes, surface due diligence is very important and necessary but this is only where due diligence starts. Analyzing a company and management team without meeting management or visiting their facility is like buying a car without test-driving it. At the very least you should talk to management, and this is a must with microcap investing. The Sleuth Investor is the best book I've read on conducting due diligence beyond the norm. Sleuth is another word for being a detective and this book highlights sleuthing tactics to get little known facts about a company that can give you an edge in investing. Mandelman goes into detail about his three physical elements of sleuthing: People (management, customers, suppliers), Product (analyzing products), and Plant Periphery (touring factories, offices etc). I felt some of the approaches he used were a bit extreme, and even Mandelman notes to check with an attorney before conducting certain types of due diligence. Overall though I felt the book was a great read and provided thorough insight into how sleuthing is done as it relates to investing. You will enjoy The Sleuth Investor. 3 of 4 people found the following review helpful. Very Overrated By Marvin I had high hopes for this book after reading previous reviews, but was so disappointed that I felt compelled to offer a different opinion. I found the tactics discussed to be extremely unrealistic, and mostly based off specific examples that only fit a particular situation. For example, Mandelman suggests you befriend the company CEO or join some of its workers for lunch, apparently assuming this is a straightforward, simple thing to do for somebody without connections. Or, he boasts he once made a trade (expecting a merger) because he saw executives of two companies shaking hands outside their headquarters one night, as though most have endless hours to spend watching for such things and live near a possible investment's HQs. Finally, he often recommends things like retaining a lawyer or paying an engineer \$2000 to examine a new product, things most of us can't really afford to do. Overall, I found this book to be filled with faulty assumptions and reasoning backed by circumstantial evidence. It's honestly one of the worst books about investing that I've read, and I wouldn't recommend spending any time/money on it or the tactics discussed. 3 of 4 people found the following review helpful. Investor have tremendous advantage if they read this book and follow what has been mentioned. By JMI always thought that nobody would write such a type of book. Avner Mandelman has done an amazing job of putting down his investment-trading philosophy in an easy to understand book. People who really know, do not want to share. Good writers write, good traders trade and good investors invest. Rarely we have someone who is actually a good investor - trader and also a good writer who wants to share. Here a good investor and a good writer has shared his knowledge in detail and shows what works and what doesn't. I have read Peter Lynch and Fisher but there was something missing. Mandelman has filled that gap very easily. His book might not be well known like O U On Wall Street or Common Stocks but serious investors with a learning machine abilities will find this book to be of tremendous value. His book has reinforced my belief: A public-opinion poll is no substitute for thought. There is no such thing as a free lunch. No doubt about it. I was glad to see Warren, Charlie, Lynch, Fisher, Jim Rogers being quoted there. I have personally benefited a lot from these people and so am glad to have found this gem in Sleuth Investor. Thank you Mandelman.

To make real money in the stock market you have to act like a sleuth. It's not enough to rely on SEC files, annual reports, and press releases. To uncover the most lucrative investments, you must dig beneath the printed surface of public information and sleuth for physical evidence. This is the only way to reveal the actual truth about a company's real value-and its future. Investing expert Avner Mandelman honed this highly effective, money-sleuthing approach at his investment firm, Giraffe Capital Corporation. Now, in The Sleuth Investor, he shares his proven intelligence-gathering methods for obtaining exclusive information even before industry insiders do-and using it to gain a decisive edge in buying and selling stock. Through step-by-step guidance and illustrative examples, Mandelman demonstrates how you can track the four physical elements of a company: People (employees, customers, suppliers), Product (inventory, the product's physical movement, competing products), Plant (production facilities, offices), and Periphery (physical surroundings, community, the economic eco-chain). Obtaining physical clues gives you the ability to anticipate key company developments, such as imminent high growth, a coming disaster you can short profitably, and new product launches. Using Mandelman's strategies and techniques, you'll learn how to: Follow the physical movement of a product, either directly or indirectly, and connect it to financial results Obtain exclusive information from low-level employees to make nearly sure bets Collect information from a company's clients and suppliers-and use it to make lucrative investments Integrate legal precautions into your sleuthing The amount of "foolish" money available to be taken by money sleuthing is enormous. Become a sleuth yourself by following the methods in The Sleuth Investor and you'll be making more money than ever before-perhaps even a fortune.

From Booklist Mandelman is founder and CEO of Giraffe Capital Corp., one of Canada's most successful private investment firms. He says that knowledge of the human element inside a company is more important and harder to come by than all the investment data to which the public has access. Uncovering the real story behind a company is more challenging than staring at a computer screen all day, however. "Sleuth investing" requires a knack for schmoozing with receptionists, VPs, managers, and customers of the companies in which you own stocks. This is the

same kind of fieldwork that Peter Lynch and Jim Cramer used to great advantage managing mutual funds and hedge funds, respectively. Unfortunately, most individual investors and even most professional money managers don't have the time or inclination to do the kind of legwork required to get the goods on what is really happening inside a company. To this end, you can gain a clear advantage by using the techniques Mandelman describes. If you're serious about knowing exactly where your hard-earned money is going, this is probably the one area where you can gain a true advantage in the stock market. David Siegfried Copyright copy; American Library Association. All rights reserved From the Back Cover Dial M for Money- With inside information you can only get by Sleuth Investing! Public information and analysis are worthless for making fortune in the stock market. The real money lies in obtaining exclusive physical information about a company. Now, for the first time, you'll discover what only the savviest investors know. In *The Sleuth Investor*, renowned investing expert Avner Mandelman gives you step-by-step guidance on money sleuthing. Packed with proven tools and techniques for detecting investment clues and separating the good stocks from the bad, this prescriptive guide explains how to dig into a company's inner workings and spot the signals of critical events before they happen. Uncover important truths about a company that all insiders know-but no one else dares speak of Find out in advance if a company is about to report high growth Identify stock disasters that can be shorted Anticipate mergers and acquisitions right before they occur Focus on the very few sure stocks and ignore all others About the Author Avner Mandelman is founder and CEO of Giraffe Capital Corporation, one of Canada's most successful private investment firms. A recognized investing expert and television stock commentator, Mandelman spends much of his time sleuthing companies throughout North America. He writes a biweekly column for the *Globe Mail* and his articles have appeared in *Barron's*. Mandelman is also the author of the prize-winning story collection, *Talking to the Enemy*.