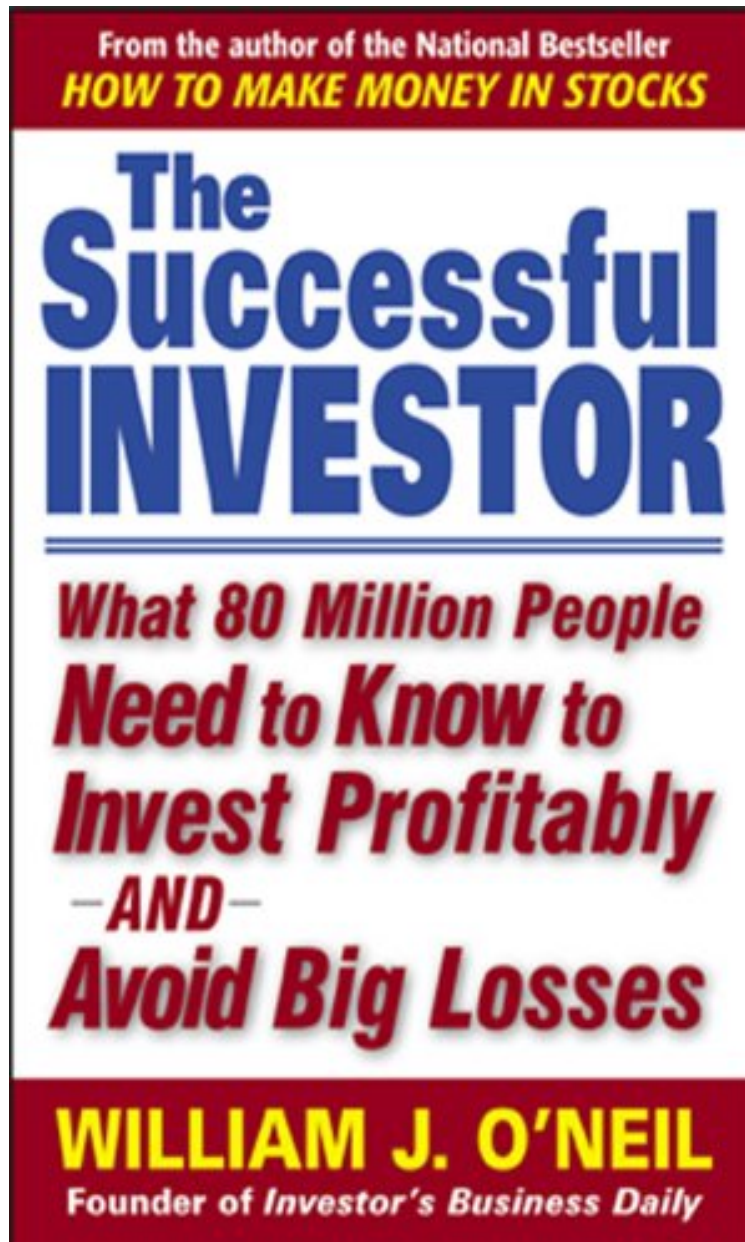


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## **The Successful Investor: What 80 Million People Need to Know to Invest Profitably and Avoid Big Losses (Personal Finance Investment)**

*William J. O'Neil*

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Successful Investor: What 80 Million People Need to Know to Invest Profitably and Avoid Big Losses* (Personal Finance Investment):

0 of 0 people found the following review helpful. Timeless technical chart information that unfortunately can also be useless unless you are really in control of yourself. By Justin TimeSo, this is one of the classics of Investing books by a famed author and an experienced professional financier. All in all the book is a delight to read - the issue with following up on it is that all the methods are well known in the field and are already embedded in endless software programs that seek to trade based on the illustrated chart patterns and market conditions. That takes the advantage away from you or anyone using those methods and you need to be careful, be disciplined with your stop loss orders, and expect failure of the patterns more frequently than the book will have you expect. Then, reading the book is nothing like real trading. You may know the book by heart yet still fail in investing which the book will never tell you. The reason? - your own psychology, fear of losses and greed. So make sure you look inside (yourself) and not just think that technical know-how will really bring you the profits.

1 of 1 people found the following review helpful. Great book to learn about stock investing. By LSAnderson40I used this book to better understand the markets and individual stocks. I also subscribed to *Investors Business Daily* to get the best access to research and ideas. Taught me a lot and grateful to Mr. O'Neill for writing it.

9 of 9 people found the following review helpful. Outstanding investment/trading book. By Steve BurnsWilliam O' Neal has done an excellent job laying out for investors and stock traders the 5 steps to take for outstanding results. I have read O'Neal's other books but this one really laid out his strategies in a very easy to understand format. Here are the 5 steps he puts forth:

- #1 Which way is the general market going? Only invest in bull markets, if the market is continually going down and has rallies that fail and fall again into lows. Stay away and safely in cash. Wait to enter when the market is clearly in an uptrend.
- #2 Use a simple 3 to 1 profit and loss percentage plan. By setting a 7% stop loss on all stocks, and capturing a 20% gain when you are right, you can be right on 33% of your stock picks and still be a profitable investor/trader. Of course this is the worst case scenario. The important thing is taking losses quickly and letting profits run to a reasonable place and then take them.
- #3 How to buy the very best stocks at the very best times. Buy stocks using the CAN-SLIM method for the fundamental value. (With current and 5 year earnings increases being the #1 measurement of valuation). Then buy them after they have reached their 52 week high, pulled back and resumed upwards after coming off new support levels. (Cup and handle chart pattern).
- #4 When to nail down your big profit. Sell a stock that has run up to a ridiculous price while it is still heading up. Do not try to call the top, these stocks pull back tremendously when they run out of buyers. The signs to sell include when it closes at the low for the day or fails to make new highs for a few days. (Railroad tracks on a chart).
- #5 Managing your portfolio for maximum gains and minimum losses. When it is time to realign your portfolio sell your losers and keep your winners. Diversifying is for people who do not know what they are doing, successful investors buy 4 to 10 stocks they are experts on and watch them closely. Only add a new one after you sell your biggest loser. Never buy more of a stock that is going down only increase position sizes on winners. Only buy the best stocks in an industry, stay away from stocks under \$15 to \$20 a share.

Excellent book that belongs in every investor's/trader's library. William O'Neal belongs with other legendary traders he has done a great job of building on what others have learned. I predict it will be a classic one day.

FROM THE AUTHOR OF THE BUSINESSWEEK, USA TODAY, AND WALL STREET JOURNAL BUSINESS BESTSELLER *HOW TO MAKE MONEY IN STOCKS!* Simple-to-follow strategies for making--and keeping--profits in today's perilous stock market. More than 80 million investors lost 50 to 80 percent of their savings in the recent stock market crash. *Investor's Business Daily* publisher William J. O'Neil, however, was one of the first to see--and warn investors about--the dangers inherent in what had been, up to that point, a historic bull market run. Those who followed his counsel were able to sidestep devastating losses and emerge with their sizable bull market profits largely intact. In *The Successful Investor*, O'Neil steps up to tell all investors how they can make money and, more important, avoid losses in up markets, down markets, and everything in between. Showing how mistakes made in the recent market collapse were amazingly similar to those made in previous down cycles, O'Neil reveals simple steps investors can follow to avoid costly mistakes and:

- Buy only the best stocks at only the best times
- Follow a market-tested 3-to-1 Profit-and-Loss Percentage Plan
- Know when to sell for the biggest possible profit
- Recognize chart patterns that presage enormous market moves
- Manage a portfolio over time to maximize its returns

William O'Neil has succeeded in virtually every market environment by following a stable, nonemotional investment plan. In his latest book, O'Neil explains how anyone can follow that plan to become a profitable long-term investor, regardless of market tides or turns. *The Successful Investor* will bring reason and welcome relief to all investors buffeted and bewildered by the perils and uncertainty of today's stock market.