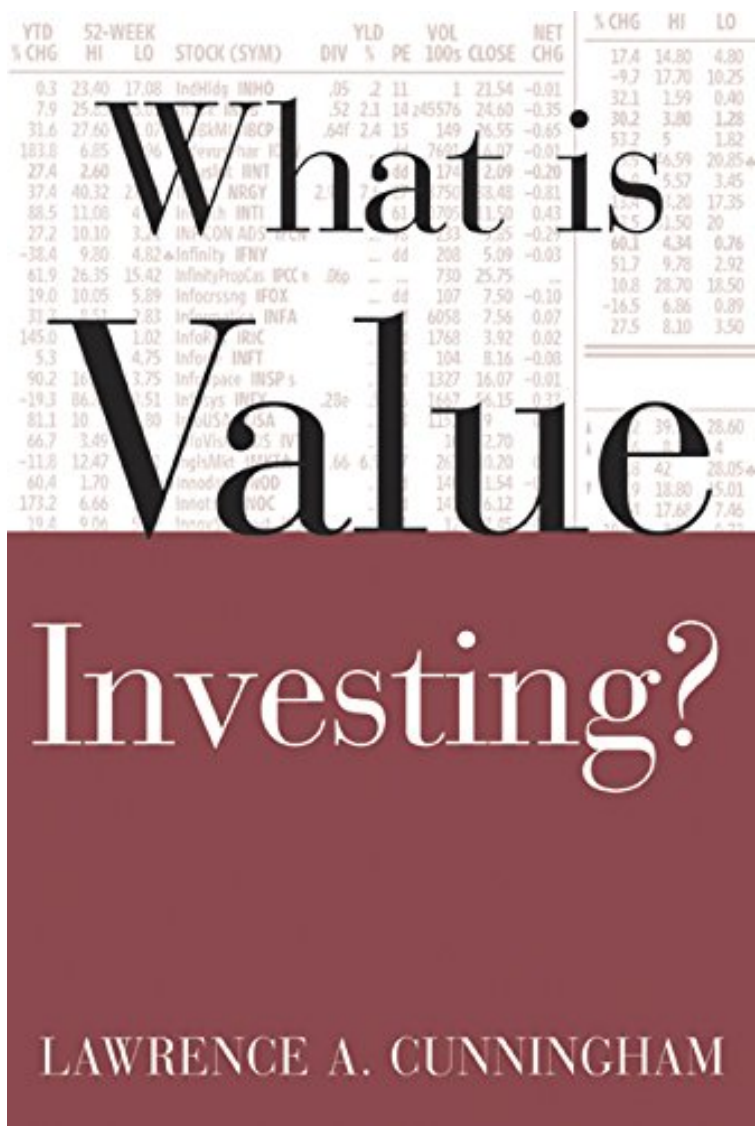


What Is Value Investing? (What Is the What Is . . . Series)

Lawrence A. Cunningham

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0 of 0 people found the following review helpful. Good book.By CustomerThis book is good if you interest in intrinsic value and value investing. If you want to invest like Warrent Buffett, you should get this book.1 of 3 people found the following review helpful. not very goodBy M. MartzNot a very good book, there just isn't much information contained in here. Unfortunate because his compilation of Warren Buffet essays in a separate book is way better. This is just not thourough, it provides an overview of value investing but doesn't get down to the nuts and bolts. It doesn't explain

enough about DCF, how to value securities, how to analyze financial statements. I would avoid this and look elsewhere. 3 of 3 people found the following review helpful. Best 90 pages on the subject. By #helpYOUgetGAINS Still not sure how Mr. Cunningham did it but he managed to cover all the major aspects of value investing in short manner. Quick read for Freshman value investors. (Also has great reminders for Seniors.) Well worth the price.

Today's Most Easy-to-Understand Introduction to Value Investing--How It Works, and How to Make It Work for You Lawrence Cunningham is one of today's leading authorities on value investing. *What Is Value Investing?* provides you with the knowledge and tools you need to make value investing a profitable part of your financial strategy. It explains how to: Measure the true value of a stock, not the value given to it by an emotion-driven marketplace Uncover and avoid companies that look impressive but hide serious problems Invest only in companies that fall within your "circle of competence"--products and companies you truly understand Use the eight key rules of value investing to screen every stock for value before you add it to your portfolio Value investors don't simply buy low-priced shares; they invest in solid, proven companies. *What is Value Investing?* will give you the knowledge to become a successful value investor who insists on investing only in high-quality, time-proven companies and getting them for pennies on the dollar. Lawrence Cunningham is a professor of law and business at Boston College. The author of *Outsmarting the Smart Money* and *How to Think Like Benjamin Graham and Invest Like Warren Buffett*, Professor Cunningham has been featured in publications from *Forbes* to *Money* and on networks including CNBC, CNN, and PBS.

From the Back Cover [BACK COVER] [CATEGORY] Investing [HEAD] Today's Most Easy-to-Understand Introduction to Value Investing--How It Works, and How to Make It Work for You Value investing is one of today's most talked-about investing strategies, with everyone from "The Wall Street Journal" to "TheStreet.com" weighing in on its proven track record of success. But what exactly "is value investing? And what do you need to know to start putting it to work in your portfolio? Lawrence Cunningham is one of today's leading authorities on value investing. In *What Is Value Investing?* he provides you with the knowledge and tools you need to make value investing a profitable part of your financial strategy, showing you how to: Measure the true value of a stock, not the value given to it by an emotion-driven marketplace Uncover and avoid companies that look impressive but hide serious problems Invest only in companies that fall within your "circle of competence"--products and companies you truly understand Use the eight key rules of value investing to screen every stock for value before you add it to your portfolio Value investors don't simply buy low-priced shares; they invest in solid, proven companies. "What is Value Investing?" will give you the knowledge to become a successful value investor who insists on investing only in high-quality, time-proven companies and getting them for pennies on the dollar." Lawrence Cunningham is a professor of law and business at Boston College. The author of *Outsmarting the Smart Money* and *How to Think Like Benjamin Graham and Invest Like Warren Buffett*, Professor Cunningham has been featured in publications from *Forbes* to *Money* and on networks including CNBC, CNN, and PBS. About the Author Lawrence A. Cunningham (Boston, MA) is a professor of law and business at Boston College and author of *How to Think Like Benjamin Graham and Invest Like Warren Buffett*.