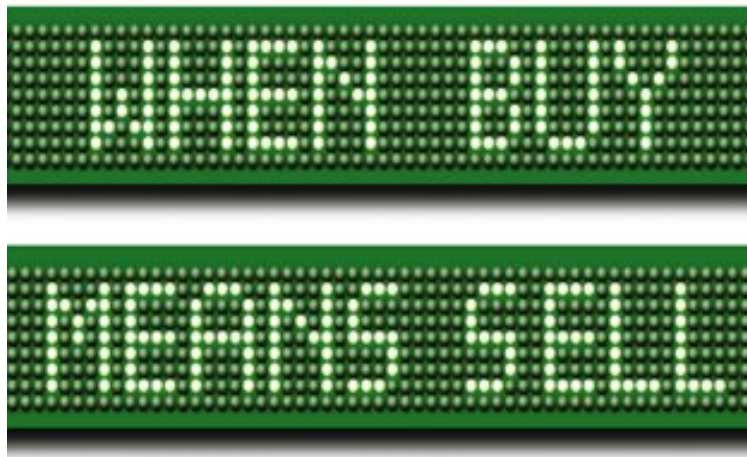


When Buy Means Sell

Eric Shkolnik

*ePub / *DOC / audiobook / ebooks / Download PDF*

*"Brokerage calls keep missing the mark
— and then some." —BusinessWeek*



AN INVESTOR'S GUIDE TO INVESTING
WHEN IT COUNTS

- Who the Real Prophets Are—and Which Analysts to Avoid
- How to Decipher Analyst Recommendations
- How to Use "Basket Technology" to Invest Smarter

ERIC SHKOLNIK

DOWNLOAD



READ ONLINE

#4118757 in eBooks 2002-09-22 2002-09-22File Name: B0053ALPFQ | File size: 29.Mb

Eric Shkolnik : When Buy Means Sell before purchasing it in order to gage whether or not it would be worth my time, and all praised When Buy Means Sell:

7 of 8 people found the following review helpful. This time, I want to know what I'm doingBy A. W. HunoldAs millions of other novice investors, I lost substantial amounts of money because I "confused the bull market with brains" In Dec 2002, I decided to get back into the market, taking advantage of the low prices. But I still didn't have a clue how to pick stocks, especially in unfamiliar industries. Surely, this time I would not wait until stock picks were

discussed at parties. This book was right on target. I feel much more confident in my abilities to research and manage a portfolio than ever before. One of the most important books I read in the past ten years. 4 of 5 people found the following review helpful. Thumbs up !!

By Leon Leybs: When it came to purchasing stocks, I've relied on my broker in making most purchasing decisions, who, as I learned later, followed the recommendations issued by analysts. After reading this book, I've looked at the recommendation history of some of the stocks I've owned and determined that, had I read this book a few years ago, I'd be a much happier, not to mention wealthier, investor today. Even in today's market, the strategies discussed in this book offer a solid foundation for any investor as well as a comprehensive look at the world of stock recommendations. 4 of 4 people found the following review helpful. A must read; GREAT ideas and information

By Paula R.: I could not put this book down, even though I am not a religious reader of business or finance books, this book kept my interest and I finished it in two nights! Such great and simple and common sense ideas, it is very refreshing and I will follow the advice for sure. A must read for everyone, I am making my son (he is 13) read it too.

Proven strategies for knowing which stock analysts to believe, which to ignore, and when to sell. Investors are tired of losing money to the bad calls and noncalls of Wall Street analysts, especially on the heels of Enron and other "surprise" stock meltdowns. Instead of giving up, *When Buy Means Sell* presents an innovative, market-tested system for knowing which recommendations to trust, sniffing out conflicts of interest, and making buy and sell decisions based on valuable, impartial information. The first fresh approach to this age-old problem, *When Buy Means Sell* shows investors how to make sense of what Wall Street analysts are really saying, by revealing: Who the real prophets are; from individual stars to leading firms; How to read analyst calls like an insider; Where to find the truly valuable information.

"A definite sell? Gimme 100 shares: Brokerage calls keep missing the mark - and then some." *Business Week*, April 2, 2001

From the Back Cover: The First Market-Proven System for Understanding--and Profiting From--the Real Truth Behind Analysts' Recommendations. How can Wall Street analysts proclaim a stock as a "Strong Buy" at \$60--and one year later call it "Neutral" at \$17? Why would a stockbroker tell you to "Hold" a stock if his firm's research suggests it is destined to fall further? And is there any way of knowing what analysts are thinking--versus what they are saying? *When Buy Means Sell* shows you how to understand the real meanings behind analysts' recommendations and use them to your long-term advantage. This first-of-its-kind book discusses: When you should follow an analyst's advice--or do exactly the opposite; Research into the track records of Merrill Lynch, Morgan Stanley, and other brokerage houses; Time-proven rules of investing you should follow regardless of what analysts are saying; The legitimacy of analysts' advice is one of the most enduring myths of Wall Street. But Wall Street's multibillion-dollar research machine can provide you with outstanding guidance once you know how to use it. Let *When Buy Means Sell* show you how to determine what analysts really believe, and build a profitable portfolio based on what will work best for you--instead of for the analyst's employer. Which brokerage firms have provided consistently strong stock recommendations in the computer and technology sector? When does a plummeting stock price form intrinsic value for the underlying security, and when does it simply indicate a bad investment? Which mutual fund manager has outperformed the SP 500 Index every year since 1990--and what is he buying now? Investors have discovered that blindly following the advice of brokerage house "analysts" and market pundits is chancy at best, and can be downright disastrous. While these recommendations appear to serve the investor, they often serve instead to inflate the price of questionable stocks--with those in the know getting out at the top while individual investors hang on for dear life as their portfolio values plummet. So what are you to do? How can you get any value from advice published by stock analysts? *When Buy Means Sell* presents a breakthrough system for reading between the lines and using Wall Street recommendations to beat the market. Based on an in-depth study of the records of today's top analysts and brokerages, this pull-no-punches book reveals: When to ignore words like "strong buy"--and which words really matter; Strategies for using upgrades and downgrades to make profitable buy and sell decisions; Inescapable rules and techniques that must be a part of every investing strategy. *When Buy Means Sell* introduces an approach that is innovative, honest, and refreshingly straightforward to investors weary of wading through conflicts of interest and questionable advice. Author Eric Shkolnik, a veteran follower of stock analysts and founder of the popular website marketperform.com, reviews decades of brokerage house research and its subsequent results to reveal what has worked and what hasn't. He shows you how to use analysts' ratings to build a portfolio with a much stronger chance of avoiding meltdowns and beating the market over the long haul. Once you learn to approach analysts' calls with a healthy dose of skepticism, and follow what analysts are thinking versus what they are actually saying, there is measurable value to be found in the recommendations of the pros. *When Buy Means Sell* shows you how to look beyond Street noise and sleight-of-hand to determine what expert analysts really believe about today's market, and use that knowledge to build a stronger, more profitable portfolio.

About the Author: Eric Shkolnik (New York, NY) is CEO and cofounder of marketperform.com, a pioneer service that measures the performance of financial institution stock recommendations. Shkolnik and the firm

have been featured in Business-Week and Hedge World, and on Bloomberg and TheStreet.com.