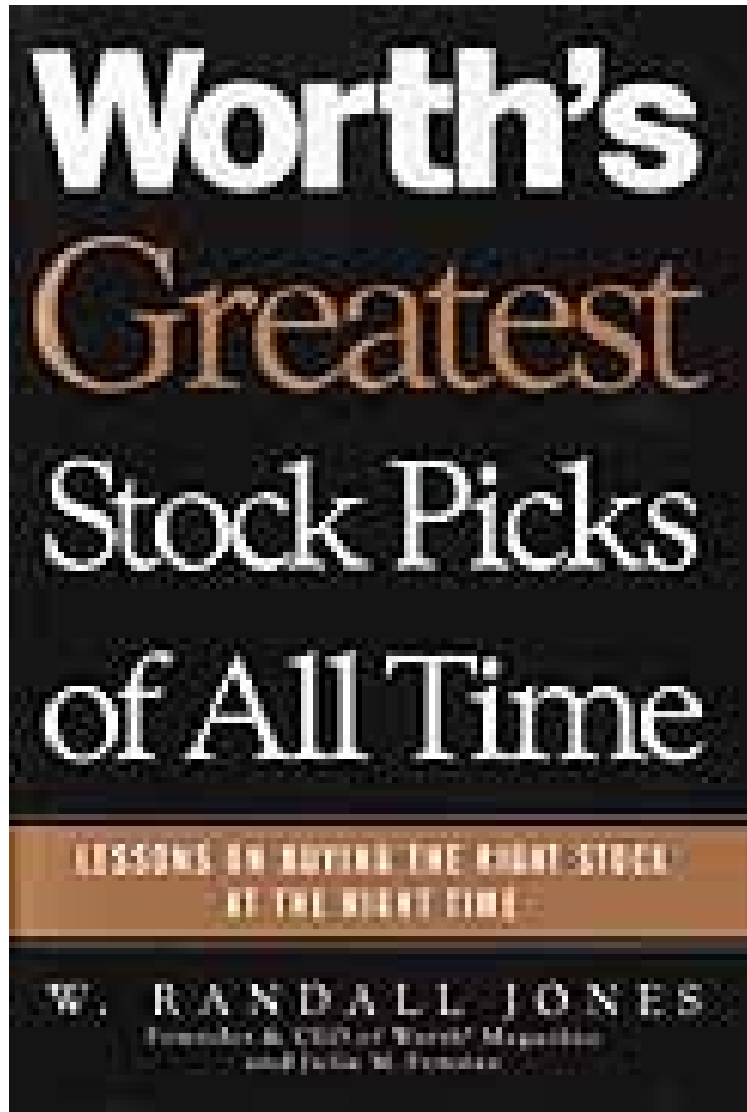


Worth's Greatest Stock Picks of All Time: Lessons on Buying the Right Stock at the Right Time

W. Randall Jones

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W. Randall Jones : Worth's Greatest Stock Picks of All Time: Lessons on Buying the Right Stock at the Right Time before purchasing it in order to gage whether or not it would be worth my time, and all praised Worth's Greatest Stock Picks of All Time: Lessons on Buying the Right Stock at the Right Time:

0 of 0 people found the following review helpful. Five StarsBy Esta CzikGreat book.

Learn How to Pick the Right Stock at the Right TimeThe momentum of the bull market spoiled us allmdash;buying

stock, any stock, was an almost surefire way to make a mint. Now, in a time of turbulent markets, stock picking has become a mixture of science and high art. With thousands of stocks to choose from, how can investors determine which ones will be future winners? We all know there's a time to buy and a time to sell every stock, but when is the right time? Timing stock buys so that you catch upward momentum is not luck, and Randy Jones shows you how to hone your buying and selling skills by striving to analyze the factors that made winners of the great stocks in the past. Why was ATT a great stock pick in the 1920s, Polaroid a winner in the '40s, Xerox in the '50s, Teledyne in the '70s, and Intel in the '90s? The potential of these stocks was in plain sight—for those who knew how to read the signs. And perhaps as important is understanding the signs of decline and knowing when to sell. Randy Jones analyzes twenty-five of the greatest stocks of all time, providing a framework for evaluating their strengths that can be used for future selections, including:

- Linking great management and bottom-line profits: Who were the faces behind AIG, GE, and IBM that led to profitability, and what was it about these people's management skills that made their companies so great?
- Pathbreaking products: Polaroid, Xerox, and Amgen show that products that often seem to be overnight sensations were instead developed over many years, giving investors plenty of lead time to discover their potential as great investments.
- The innovative business model: Avon, McDonald's, and Dell reveal that understanding how a company makes money helps you to understand its strengths and vulnerabilities.
- Investing during bad times: For some companies, such as Coca-Cola, Schlumberger, and Chrysler, nationwide economic downturns can actually be advantageous.

Worth's Greatest Stock Picks of All Time has invaluable lessons for anyone in the market today. From the Hardcover edition.

From Publishers Weekly Defying the conventional wisdom that no mortal can outsmart the market, this study of fabulous stock run-ups of the last century argues that ordinary investors can learn to spot winners. Jones, CEO of Worth Magazine, examines past and present Wall Street darlings like Coca-Cola, Avon and Intel to illuminate why some stocks take off and others stagnate. His corporate histories are stylish and informative, and they engagingly introduce novices to price/earnings ratios, book value, return on equity and other measures of a stock's potential. Some telltale signs emerge: firms with patents on hot technologies, like Polaroid, are sure bets, as are those that maintain monopoly pricing power by continually innovating ahead of the competition, like Intel. Other signs, however, are less clear-cut. A company reorganization, a new CEO or an inspired ad campaign can all unpredictably affect a stock, and one pointer drawn from the General Electric saga is to "have faith...if you like the management and believe in them, stick with the company." Such "lessons" make the notion that average investors can pick the right stock at the right time seem shaky indeed. The problem, as Jones makes clear, is that there are many methods of evaluating stocks that don't always tell the same story, and many competing corporate strategies that may or may not pan out depending on a host of imponderables. Investors without the benefit of hindsight or time to pore over annual reports should beware. Copyright 2002 Reed Business Information, Inc. From Booklist This might well have been called "The Greatest Companies of All Time" since this winning list includes such greats as General Electric, IBM, Xerox, McDonald's, Coca-Cola, and Intel. Although all of these companies gave their shareholders a heady ride during their heyday, these top 25 were chosen by the founder of Worth magazine more for their ingenuity, successful business models, and ability to survive and even prosper during stubborn bear markets. Gathered into chapters by theme (such as "Pathbreaking Profits"), the encapsulated company biographies contain a review of each company's market performance and a time line of significant events. Jones gets right to the heart of the matter but doesn't miss out on subtle details, noting, for example, that Polaroid developed a system for glare-free automobile headlamps in the 1940s but the auto industry failed to adopt it because of the additional cost of \$8 per car. Along with the heavyweights, Jones includes some long-forgotten companies such as the conglomerate Ling-Temco-Vought, which briefly rose to meteoric heights in the go-go era of the sixties. The only thing missing is the historical stock charts. David Siegfried Copyright copy; American Library Association. All rights reserved "This book is brilliant. I wish I had thought of it myself." —Jim Rogers, investor, and author of *Investment Biker* "An Asian wise man used to ask the Deity in his prayers to spare him from living in an uninteresting era. But Jones won't allow it. He makes the reader a copilot on a journey through the 1920s, the 1990s, and points in between, unfolding the sagas of twenty-five fascinating companies that were among the great stock picks of their day. Readily accessible and highly recommended." —Dr. Michael J. Boskin, professor of economics and senior fellow, Hoover Institute, Stanford University, and former chairman of the Council of Economic Advisers "Today a lot of people think they should murder their brokers, but my advice is don't. You can stay out of jail and make a lot of money by learning from the greatest stocks of the last century and by heeding this advice for your future investments." —Dominick Dunne, author of *Justice* "This timely book proves that very few American corporations of any size, any quality, any management dominate for an indefinite period of time. Ultimately market events, consumer needs, and technological changes take over. The only certain thing in life is change. And Jones shows the investor how to recognize that change in order to recognize a portfolio gain. Read this and reap." —Gerald Tsai, Jr., president, Tsai Management "Read this book and let Randy Jones's spellbinding business stories create a happy ending for your portfolio." —Todd Buchholz, economist, managing director of Enso Capital

Management and author of New Ideas from Dead Economists From the Hardcover edition.