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# 100 Baggers: Stocks That Return 100-To-1 And How To Find Them



## Synopsis

This book is about 100-baggers. These are stocks that return \$100 for every \$1 invested. That means a \$10,000 investment turns into \$1 million. Chris Mayer can help you find them. It sounds like an outrageous quest with a wildly improbable chance of success. But when Mayer studied 100-baggers of the past, definite patterns emerged. In 100-Baggers, you will learn: -The key characteristics of 100-baggers -Why anybody can do this (It is truly an everyman's approach. You don't need an MBA or a finance degree. Some basic financial concepts are all you need.) -A number of crutches or techniques that can help you get more out of your stocks and investing The emphasis is always on the practical, so there are many stories and anecdotes to help illustrate important points. You should read this book if you want to get more out of your stocks. Even if you never get a 100-bagger, this book will help you turn up big winners and keep you away from losers and sleepy stocks that go nowhere. After reading 100-Baggers, you will never look at investing the same way again. It will energize and excite you about what is possible.

## Book Information

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## Customer Reviews

Chris Mayer revisits Thomas W. Phelps' 1972 book "100 to 1 in the Stock Market". Mayer brings it up to date and adds his own insights as a former banker (corporate lender) and a longtime

newsletter writer. Through the book Mayer generates a list of things to look for in a potential 100-bagger company, and adds color with the stories from companies that have achieved 100-bagger status. Mayer writes in a very approachable and interesting way that any investor can enjoy. Chris Mayer encourages you to think more like a patient big-game hunter and less like a slow-and-steady handicapper at the racetrack. Mayer liberally quotes Munger and Buffett to give legitimacy to the approach. Mayer, a newsletter writer with an enviable stock-picking record, is so taken with this 100-bagger concept that he has changed the thrust of one of his newsletters to finding 100 baggers (calling it "Mayer's 100x Club"). I'm a subscriber, and love the new focus. I have long been a value or growth-at-a-reasonable-price investor. This is a very different approach, discounting just value and setting forth new criteria for determining a reasonable price.

Studying 100-Baggers is important because most were microcaps when they started their ascent. We've actually had ten 100-Baggers that made this incredible journey in just five years. In 1972, Thomas Phelps wrote "100 to 1 in the Stock Market". Phelps studied the 365 stocks that returned 100 to 1 (aka 100-Baggers) between 1932 and 1971. You can find some great nuggets of wisdom in his book. Chris Mayer picks up where Phelps left off analyzing all 100-Bagger stocks from 1962-2014. Chris Mayer's "100-Baggers: Stocks That Return 100-To-1 And How To Find Them" is a very easy (

I've tried lots of different strategies to make money in the stock market. The only thing that's consistently worked for me is buying stock in a great company at a reasonable price and sitting on it. If your personality matches this investing style then you will find this book interesting and helpful. I think this is one of the best investing books I've ever read.

I would characterize this as a mindset book. It provides guidelines and sets expectations ... which are essential for the very different mindset, required to identify, buy (often during extended flat price periods) and patiently sit long enough ... through wild market swings (down as well as up). Mr. Mayer has done his homework - WELL ... as opposed to simply opining theories. He is well read in the realm of 100-baggers ... and conveys his discoveries easily and succinctly. He freely admits that there is no magic Search formula, but illustrates for what to look. If you've often felt that Buffett doesn't tell nearly all he knows, read this ...

A very useful book. I like the emphasis on long holding periods and the author's resistance to finding

a single formula that fits all the candidates. This means that the user of this book will want to run distinct screens to search for candidates: high return on capital; high growth in sales; high growth in earnings per share; are three critically important screens. Beyond that some of these stocks sell for low multiples of book value, low p/e ratios, or low p/sales ratios, sometimes. However I cannot give the book five stars for two reasons. First there is no clear definition of what the criteria was to choose an entry point or how the an exit point. For example consider a stock increasing from 1973 to 1985. How would one determine that after 1985, it's run was over? Or that 1973 was a good time to buy? Second, there should be a long term chart, plus key financial ratios, for each stock in the book, listed as a 100 bagger in the Appendix. Perhaps that will be the writer's sequel to this book. Surely a follow up to this book along those lines would be highly desirable. Anyway, this book is worth your money, more so in the ebook format.

Good book with sound investing principles, but unfortunately, I am not a big believer in the "buy potential 100-baggers, and do nothing". They are difficult to identify them and you could make a lot of mistakes, and never get a 100-bagger (or even a 10-bagger). The examples mentioned in this book are well-known, we know that Buffett, Malone, Bollore, Icahn, the Rales brothers are very good investors and that investing with them was a great idea. Now, they are not exactly the future and discovering the next ones is easier said than done. On a side note, I don't think that Fastow was the CEO at Enron, I do think that Skilling was.

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