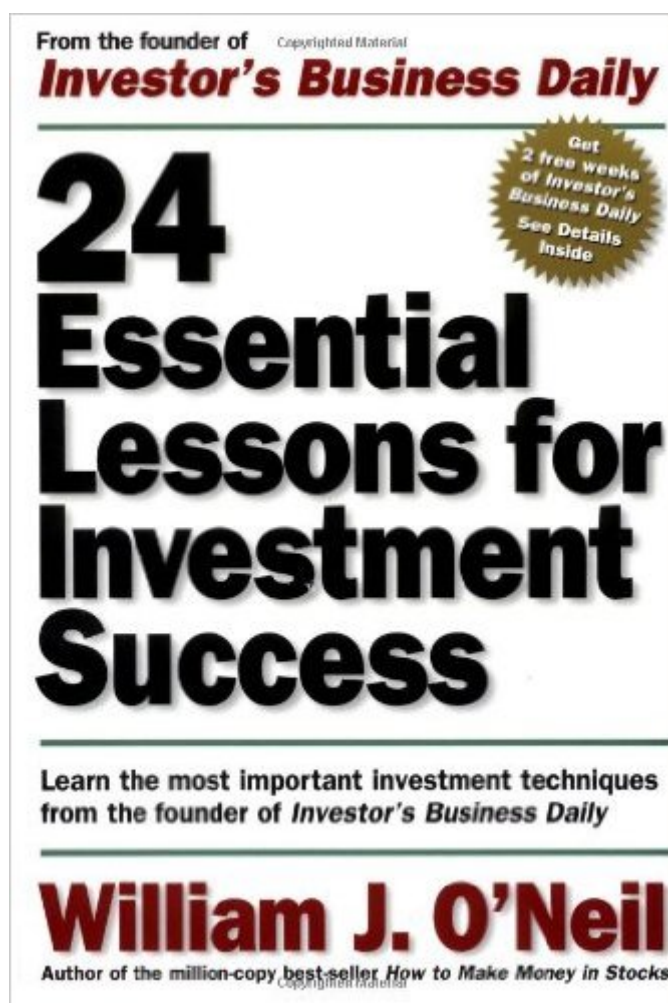


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# 24 Essential Lessons For Investment Success: Learn The Most Important Investment Techniques From The Founder Of Investor's Business Daily



## Synopsis

The Wall Street Journal, New York Times, BusinessWeek, and USA Today Business Bestseller! From the publisher of Investor's Business Daily and best-selling author of How to Make Money in Stocks, comes the National Bestseller, 24 Essential Lessons for Investment Success, two dozen of the most important lessons for investors. In this one accessible guide, William J. O'Neil puts his popular and easy-to-follow techniques for building a profitable portfolio firmly in the hands of investors and the goal of long-term financial security easily within their reach. 24 Essential Lessons for Investment Success is based upon the closely followed "26 Weeks to Investment Success" editorials that appear in Investor's Business Daily. Edited and updated, O'Neil's timeless advice encapsulates such investing nuggets as buy high and sell higher to making a million in mutual funds. Concentrate your investments in a few areas, know them well, and watch them carefully. Don't just rely upon PE ratios and other common technical tools. Learn to use Relative Price Strength to help you choose stocks. O'Neil's cautionary yet pro-active advice has helped to make Investor's Business Daily one of America's fastest growing and most respected newspapers. Now investors can benefit from his timeless words of wisdom, collected in one easy-to-use resource.

## Book Information

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This book is an elaboration on the investment techniques in Mr. O'Neil's prior book, How to Make Money in Stocks. The elaboration focuses on additional insights into avoiding losses and using technical analysis (examining stock price and volume charts) to pick optimal stocks and times to buy

and sell. If you haven't already read *How to Make Money in Stocks*, this book will lack context. I suggest that you not read this book until you have read that one. If you have read that one, this book will be valuable to you only if you plan to do your own stock picking and wish to use the Momentum Growth Investing model that Mr. O'Neil recommends in that book, and supports in *Investors Business Daily*. If this book is not yet right for you, based on these qualifications, you need read no further. If this book fits, then, let me go on to provide some caveats. First, it is often hard to limit your losses in the kinds of stocks recommended by this technique. Following a company warning about earnings, it is not unusual for these stocks to fall 15-40 percent without ever trading at any price in between. So your losses may well be larger than he suggests here. Second, technical analysis is a field that is filled with ambiguity. Your success in reading charts will not be as good as these examples suggest. Many academic studies fail to find any value in technical analysis. Third, the kind of stocks that are recommended can perform very poorly if the market goes through a prolonged drop in valuation (as last occurred from 1973-1975). You will be buying stocks that are trading at enormous multiples. You could experience more sustained losses than Mr. O'Neil suggests in such a changed market environment, if it were to recur.

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