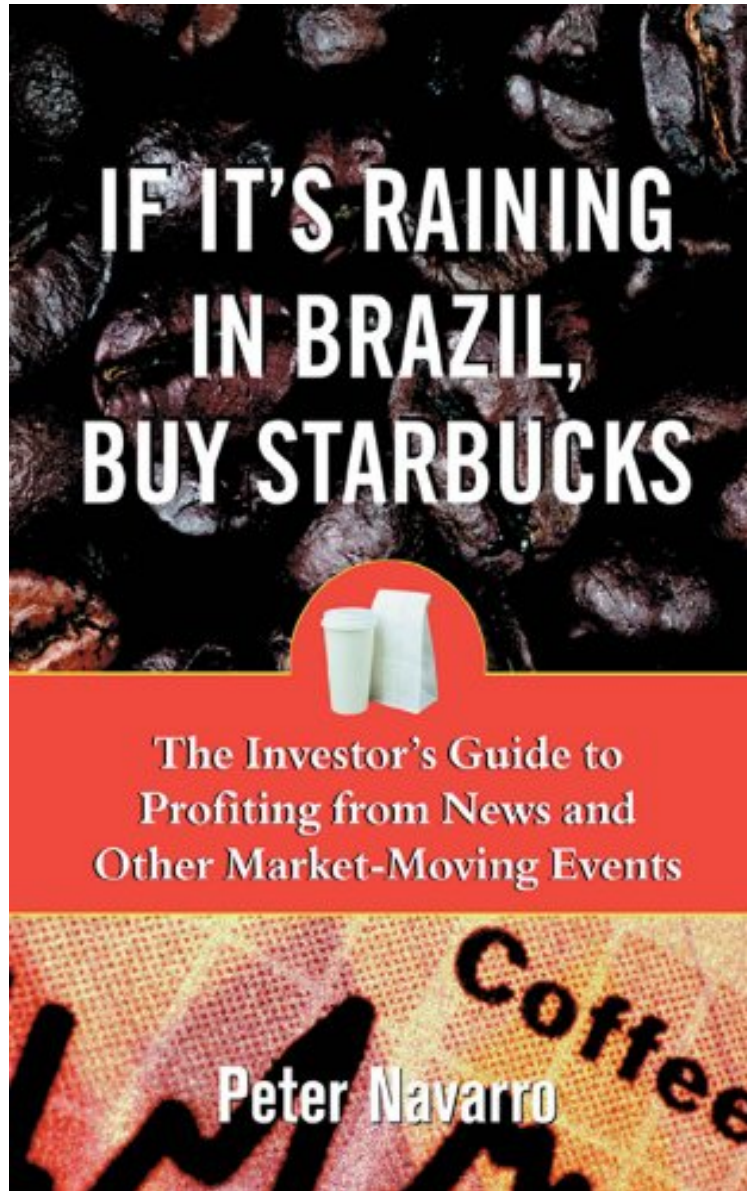


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## If It's Raining in Brazil, Buy Starbucks

*Peter Navarro*

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**Peter Navarro : If It's Raining in Brazil, Buy Starbucks** before purchasing it in order to gauge whether or not it would be worth my time, and all praised If It's Raining in Brazil, Buy Starbucks:

3 of 3 people found the following review helpful. great book for amateur investors By Steve Miklashevskiy if you don't have a degree in finance and you want to understand how markets work and which market events drive the stock markets up or down, this is the book to read. It goes into detail on how the fiscal policy impacts the market, what

lower dollar or increasing deficit mean to you as an investor, etc. The best part of the book is that it explains these events and subsequent impacts in a plain simple language, so you don't need an advanced degree in finance to understand what the author is trying to explain. I hope this book makes me a better and more informed investor in the future.

2 of 2 people found the following review helpful. Dated but still current  
By CO  
This book was written 8 or so years ago. Many would discount this literature as old or out dated. Their assumption would be incorrect. For the person looking for a way to translate economic data into their sector analysis, this book gets you started. By using the instruction provided in this book, you will be tracking prevalent economic data and then be able to identify the best sectors for the current business cycle. I have been able to identify stocks that provide good intra-day price movements in the right sectors for the current economic environment. Don't mis-interpret my comments. It takes some effort to set up like this book explains, and you'll need to do some research to understand the economic factors the author explains if you don't already know it, but in the end it's a lot better than looking at the NASDAQ color coded screen to figure out if the market momentum is up or down or just using the SPDR's to identify trends.

3 of 4 people found the following review helpful. Excellent treatment of macroeconomic investing  
By A Customer  
Global macro investing is a strategy that to date has been the province of ultra-smart hedge fund managers like Soros and Jim Rogers. But the majority of a stock's move is more a result of its sector's movement, which is in turn a function of where we are in the business cycle. Navarro's "If it's Raining in Brazil, Buy Starbucks" does an excellent job of demystifying the macroeconomic factors that have such an impact on our investments. It clearly illustrates how to interpret macroeconomic data based on the context of the markets, and identifies the sectors that perform best at different parts of the business cycle. Navarro also doles out one of the best lines of advice about investing I've ever heard, "Play chess, not checkers. Always think three or four moves ahead." Okay, so maybe I gave that away, but you'll still have to read the book for the context and explanation of that statement.

Navarro's book also succeeds where many other investment tomes fail: it has a great appendix of sources to locate all the information you'll need to adopt his style of "macrowave investing."  
The only reason why this book gets four stars instead of five is because of the middle section. It's simply a list of investment platitudes like, "Don't risk too much of your capital on any one trade;" "Always set a stop loss," etc. They're good rules, but they're present in any good book on trading, and in this particular book, they seem a bit out of place. There are a lot of other books that explain these same rules much better. Here, they just come off as filler material.  
But don't let that stop you from reading this book--it's a must read for anyone who is serious about making money in markets!

Global financial markets are part of a much larger world, a world of fluid government policies, political unrest, and other unpredictable forces. *If It's Raining in Brazil, Buy Starbucks* quantifies how far-reaching factors affect stock prices, and how investors can trade more effectively by understanding the links between these forces and the stock market. It focuses on specific macroeconomic forces and which sectors of the economy react to different indicators, providing investors and traders with clear signals on whether to buy, sell, or sit on the sidelines. Unlike more targeted investing titles, Peter Navarro's insightful book contains benefits for all investors; from day traders to long-term, buy-and-hold investors. Simulations and analyses, along with real-life examples and case studies, provide inside details on: How to profit from specific technological change Strategies to trade effectively in times of recession or inflation Which economic indicators to follow; and why

From the Back Cover  
How to Understand the Forces that Shape Today's Financial Markets; and Act on Rising or Falling Prices Before They Hit Sharp moves in stock prices; whether up or down; tend to give ample warning signs before they arrive. *If It's Raining in Brazil, Buy Starbucks* reveals the signals that professional investors look for, then explains how to read those signals and discern their true meanings to either profit from sudden upsurges in prices or protect yourself against unnecessary losses. The book avoids esoteric mathematical formulas and programs to concentrate on real-world techniques and strategies. It will show you how to work with global economic forces; instead of against them; to build a strong, adaptive, and intelligent portfolio. Praise for *If It's Raining In Brazil, Buy Starbucks*...: "In targeting the market events that cannot be ignored, *If It's Raining In Brazil, Buy Starbucks* does a great job separating the thought process of the amateur investor from the professional. Navarro's book gives the reader a valuable insight into market psychology."  
David S. Nassar, CEO, Market Wise Securities, Inc., Author, *How to Get Started In Electronic Day Trading and Rules of the Trade* "Witty, fun, and very informative...Peter Navarro has come as close as you can to creating the ultimate roadmap to understanding how news and economic events affect markets. I wish this book had been available when I started my trading career."  
Oliver L. Velez, CEO, Pristine Capital Holdings, Inc. "Any trader or investor that ignores the power of macroeconomics over the world's financial markets will, sooner or later, lose more than they should; and perhaps more than they have. The purpose of this book is to help you become a "macrowave investor." This is an individual who not only can learn to jump out of the way when the macroeconomic freight train is coming but who can also jump on that train and ride it for a profit; whichever direction it is going."  
From the Prologue  
Today's global markets are part of a much larger world, one dominated by fluid government policies, volatile political

unrest, and other interacting forces. *If It's Raining in Brazil, Buy Starbucks* quantifies how these far-reaching factors affect stock prices, and how you can trade more effectively by understanding the direct and indirect links between them. Using in-depth analysis, case studies, and real-life examples, Harvard-trained economist and professor Peter Navarro provides a big picture overview of the global, macroeconomic fundamentals that move the market. At the same time, he clearly shows the links between major economic events and the movements of individual stocks, quantifying in terms the average investor can understand and use; how these forces impact specific sectors of the stock market. The resulting book is valuable for every individual; from swing trader to buy-and-hold investor; who needs to know when and where to get into the market, when and where to avoid the market, and how to hedge investments to guard against sudden and dramatic price upheavals. Look here to learn more about: Event-based strategies that consistently identify profitable trading opportunities Which economic indicators consistently provide the most predictive power Strategies for profitable trading during periods of inflation and recession Today's global stock market doesn't work in a vacuum. As an investor, you have no control over the forces impacting individual stock prices. You can only control your investment decisions as they relate to those forces. *If It's Raining in Brazil, Buy Starbucks* will help you track economic events and understand which events provide the greatest opportunities or risks. In doing so, it will also help you appropriately structure your portfolio and trading activities to successfully apply "macrotrading" principles; regardless of the market's overall direction.

**About the Author** Peter Navarro is a professor of business and economics at the University of California-Irvine. He received his Ph.D. in economics from Harvard University and has written several well-received college textbooks. Navarro has written articles for *Harvard Business Review*, *Business Week*, *Wall Street Journal*, *New York Times*, *Los Angeles Times*, and *Washington Post*. He has also created an interactive, multimedia CD-ROM for McGraw-Hill Higher Education called *The Power of Macroeconomics* that supports several McGraw-Hill Higher Education economics college textbooks. The author has also created a powerful website ([www.powerofeconomics.com](http://www.powerofeconomics.com); see backup material) to support the CD-ROM.