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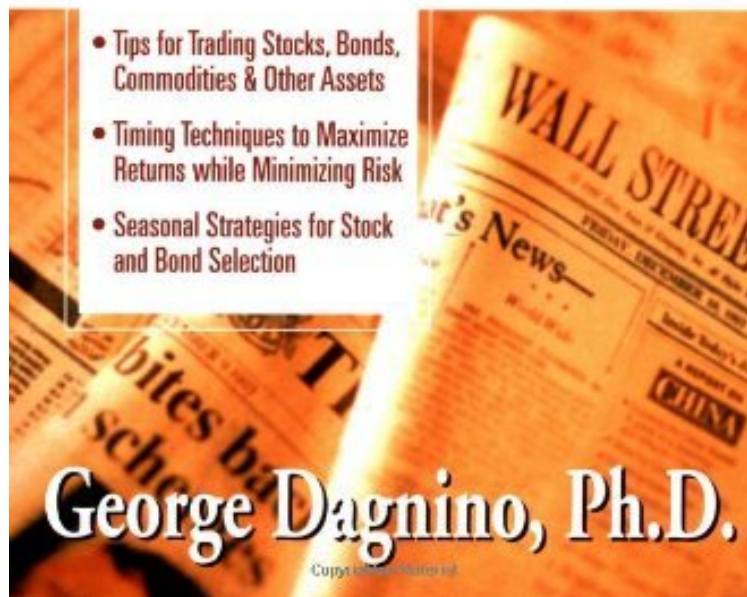
Profiting In Bull or Bear Markets


George Dagnino

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PROFITING IN BULL OR BEAR MARKETS



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Recognize, Predict, Plan for, and Profit From Bull and Bear Markets Investment professionals know that business and financial cycles drive the prices of stocks, bonds, commodities, currencies, and other assets. This price action, in turn, creates regular, foreseeable investment opportunities. Profiting in Bull or Bear Markets shows you how to identify price distortions and imbalances, minimizing investment risk while achieving superior, more predictable returns. Author George Dagnino, whose newsletter was named one of the past decade's top five investment letter by Forbes, The New York Times, and The Washington Post, combines disciplines from economics and finance to investment management and decision-making into one unified approach. He gives you plain-English, easy-to-understand criteria for making profitable investment decisions in any market -- regardless of prevailing economic and market conditions. You're shown how to: Identify sources of risk using business and financial cycles Calculate the best times to buy and sell stock, bonds, and other assets Implement strategies geared toward personal business interests Learn what types and mixtures of investments to hold as the economy changes

From the Back CoverInnovative Strategies to Recognize, Predict, Plan for, and Profit from Bull and Bear Markets Praise for Profiting in Bull or Bear Markets: "George Dagnino discusses the business cycle and its effect on market values in terms that the individual investor can readily understand." - Wayne Baxman President, American Association of Individual Investors, Houston Chapter "This book explains how, why, and when prices of stocks, bonds, and other types of investments go up and down. In writing that is clear and easy to understand, it tells one what types and mixtures of investments to hold as the economy changes." - Robert Tindall, LL.M., Ph.d., Professor, College of Business and Public Administration, University of Arizona "Managers, analysts, and investors are now, more than ever, influenced by quarterly events. Dr. Dagnino understands cycles (and they are real) and that macro events are very important to take into consideration while making micro, or short-term, decisions." - Tom Barrett, Former Chairman, The Goodyear Tire and Rubber Company "Dr. George Dagnino is a first-rate economist. His excellent and lucid explanation of the economic indicators and the factors affecting the economy and their interrelationships is very impressive." - Stanley Ross, Management Development, Clemson University "There is no doubt this book is an essential addition for anyone who is seriously interested in developing strategies to take advantage of financial cycles and survive the volatility in asset prices they produce." - Tim Slater, Director, The Technical Analysis Group Conferences "The purpose of this book is not to provide you with a get-rich-quick scheme. The purpose is to provide you with the knowledge required to manage all of your money." From the Introduction Longtime investment professionals know that business and financial cycles drive the prices of stocks, bonds, commodities, currencies, and other assets. This price action, in turn, creates regular, foreseeable investment opportunities and investors who understand the interplay between cycles and investment prices can dramatically increase their investment returns while limiting their risk exposure. Profiting in Bull or Bear Markets shows how to identify and understand business and financial cycles and use those cycles to identify price distortions and imbalances; minimizing investment risk while achieving superior, more predictable returns. Author George Dagnino, whose newsletter was named one of the past decade's top five investment letters by Forbes, The New York Times, and The Washington Post, provides a plain-English blueprint on how to: Work with the economy; not against it; to calculate the best times to buy and sell stocks, bonds, and other assets Understand the relationships between economic and financial indicators and their implications for investors Recognize which phases of the stock market cycle increase risk and volatility; and manage your portfolio accordingly Individual investors spend their lives searching for a "cause and effect" relationship in the financial markets; "Why did this stock go down? When will it go back up? What should I do next?" Professionals look deeper, seeking special techniques, relationships, and logic in the activities of the market. Profiting in Bull or Bear Markets serves both groups. By combining disciplines from economics and finance to investment management and decision-making into one unified approach, it provides easy-to-understand criteria for making profitable investment decisions in any market; regardless of prevailing economic and market conditions. About the Author George Dagnino is president of Peter Dag Associates, Inc., where he has served as portfolio editor and newsletter editor for more than 20 years. A former chief economist and risk manager for Goodyear, Dr. Dagnino is a nationally recognized speaker and lecturer, presenting material on how business cycles impact investment strategies to audiences at more than 150 events throughout the country and around the world. He has been featured in numerous media, including Forbes, The New York Times, The Economist, Knight Ridder Tribune, Barron's, Timer Digest, Reuters, Cnbc, and Cnnfn. In 1998, Peter Dag Associates was ranked by Forbes as one of the top five investment letters for its 10-year record in both bull and bear markets. Dr. Dagnino earned his Ph.D. from Case Western Reserve, and he is a professor at Baldwin-Wallace College.