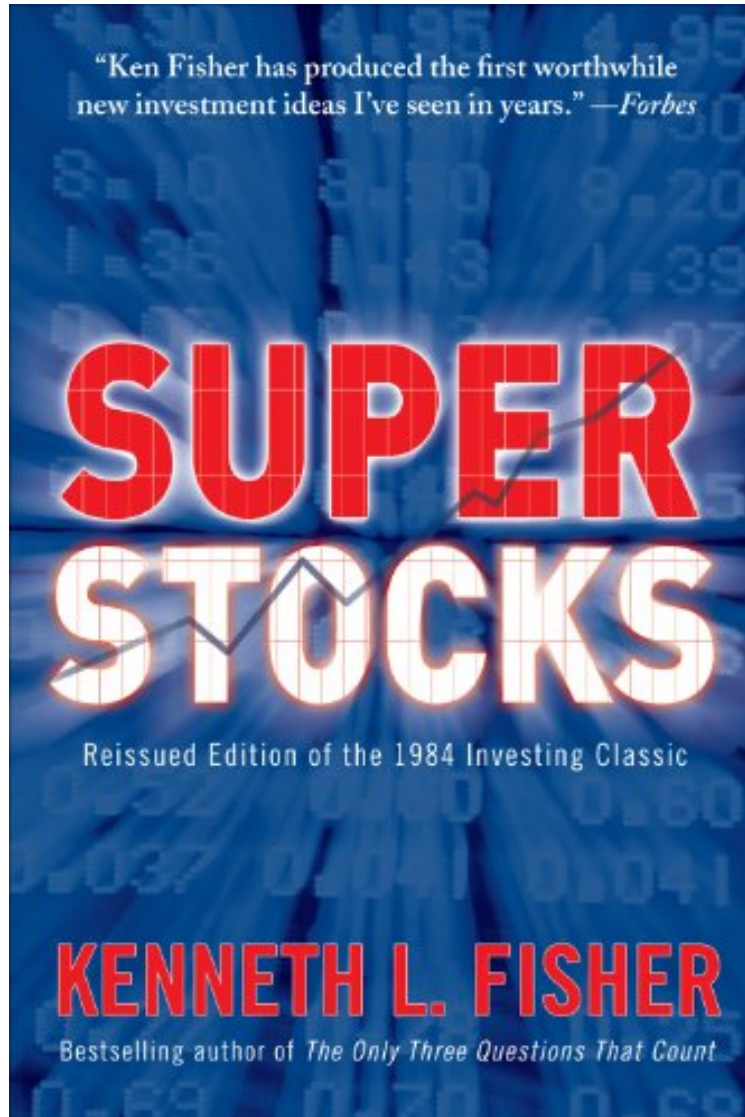


Super Stocks

Kenneth L. Fisher

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Kenneth L. Fisher : Super Stocks before purchasing it in order to gage whether or not it would be worth my time, and all praised Super Stocks:

3 of 3 people found the following review helpful. It is more than P/S ratioBy ApplerThe book is often credited for advocating P/S over P/E, but to me it's much more than that.The gist is to look behind earnings. How much a company is worth depends on how much business it does and how profitable the business is. Ultimately, sales trend and profit margin determine future earnings and valuation. When a company trades at low P/E, it may not necessarily be a cheap value play; investor should understand if the low P/E is due to low P/S (which reflects market's expectation of low growth - good) or high margin (possibly unsustainable - bad). On the other hand, a high P/E that is due to low P/S plus

low margin could be interesting if the company's margin or growth dramatically improves. Note that the book doesn't advocate buying ANY low P/S stocks (although O'Shaughnessy seems to have found this to work), but only "Super Company" stocks trading at low P/S, where Super Company is defined by high self-sustained growth rate. The book commented on what factors lead to sustainable high profit margin. It gave a formula to estimate a company's future margin potential, which takes inputs such as a company's market share, the market share of its biggest competitor, and the industry's growth rate. Although I didn't find the result values particularly meaningful - there's probably unlikely to be a one-formula-fits-all answer for the vastly different industries - the factors themselves are quite insightful. 0 of 0 people found the following review helpful. Worthwhile read. By Full Time Investor A helpful method to select individual stocks. I especially liked the discussion about using price to sales rather than price to earnings to determine which stocks to buy and when, as well as when to sell. 0 of 0 people found the following review helpful. The First Piece of Digital Content I Have Ever Returned to By Joe Bonanno Two stars for good concepts of sales ratios and margins, but the book is both heavily dated in terms of technology companies as well as focused on small growth. If you're hunting elephants then you may like it more than I did.

Target the Super Stocks that deliver huge returns One of the most successful investing books ever published, Super Stocks showed investors how to use innovative techniques and fundamental analysis for valuing stocks and predicting future profit margins. You'll gain valuable insight into Fisher's original thinking for valuing stocks and predicting future profit margins. A pioneer in the use of the Price Sales Ratio - a powerful analytical tool - Fisher regales readers with instructive tales of the businesses he invested in and profited from. Super Stocks gives a historical perspective on how Fisher successfully researched companies and stocks - who he saw and what he asked - to get a better read on profitable returns. "As rich in investment war stories as it is in knowledge." - The Motley Fool