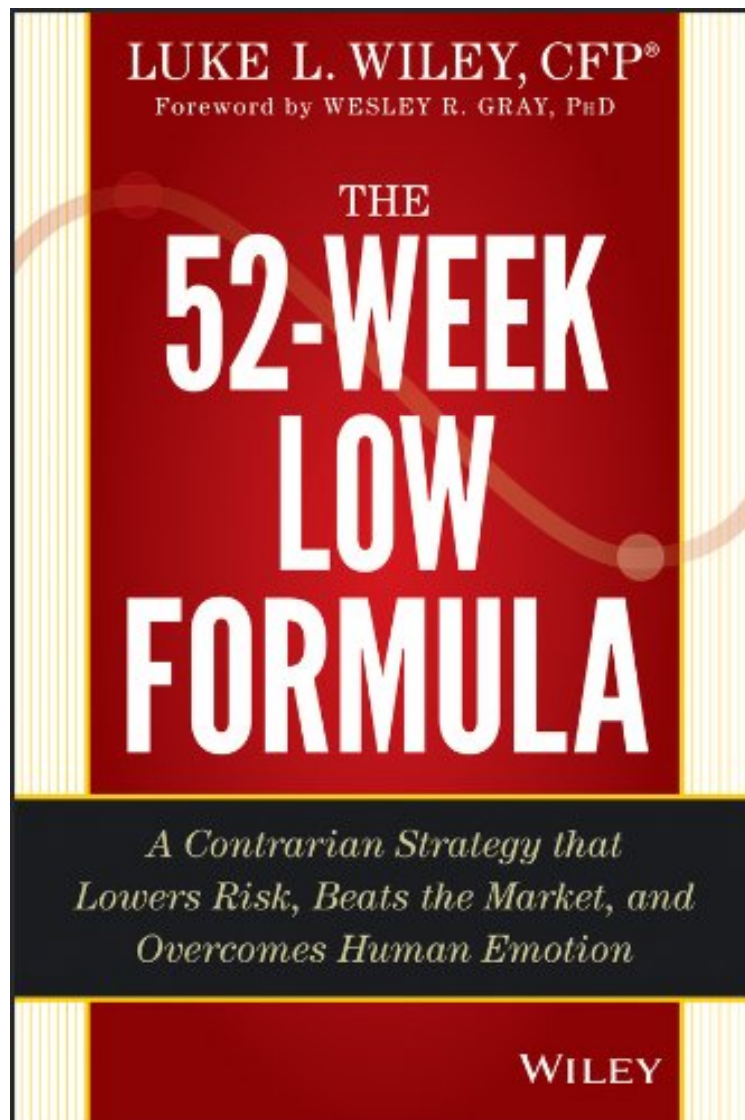


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## The 52-Week Low Formula: A Contrarian Strategy that Lowers Risk, Beats the Market, and Overcomes Human Emotion

Luke L. Wiley

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**Luke L. Wiley : The 52-Week Low Formula: A Contrarian Strategy that Lowers Risk, Beats the Market, and Overcomes Human Emotion** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 52-Week Low Formula: A Contrarian Strategy that Lowers Risk, Beats the Market, and Overcomes Human Emotion:

22 of 22 people found the following review helpful. Well thought out investment strategyBy Avid Value Investing

ReaderThe author has created a well thought out and logical value investment strategy. He did a great job supporting the strategy with lots of verifiable information and resources. I think most experienced investors could successfully employ his methods with acceptable results if they were to strictly follow his filters, as long as the author will disclose all of them in the future. I only have two criticisms. First, he spends too much time talking about his personal journey. This is understandable though. He is in sales and I'm sure the book is part marketing for his services. But this criticism doesn't diminish the quality of the investment strategy or his description of the strategy, which is excellent and easy to follow. But I think the people reading this book will probably be more advanced investors and will want to spend more time on the strategy versus the author's personal journey. My second criticism is on his description of "Filter 1: Competitive Advantage". I couldn't find in the text which ratios the author uses to filter for competitive advantage, which means the reader will not be able to recreate the strategy for themselves. I'm guessing high net profit margins and high consistent returns on equity may be the filters for competitive advantage, but unfortunately he doesn't disclose these stats. Maybe when his website is up and running the full set of filter stats will be disclosed. All in all it was a good read.2 of 2 people found the following review helpful. Good investment advice, but.....By joerenoThe advice Wiley gives for stock selection is excellent even though his SYSTEM is not, in my opinion. Plus the promised online information is NOT there and when I emailed him I was put in touch with a broker, whom I did not call back.Though this gives it an air of self promotion, the advice with respect to deciding what company to invest in is quite sound and useful if you want to do the homework. His holding period of six months just did not do it for me though as I am a long term investor, not a trader.0 of 0 people found the following review helpful. Interesting and informativeBy TabulaRasaIt is refreshing to read a book with a focus on free cash flow yield and debt service risk. Many items discussed in the book are relevant to today's investor given the scale of financial engineering to improve earnings per share (issue debt, buy back stock). The refresh of Porters's 5 forces took me back to my university days and is a good reminder of why some companies and industries are far superior to others.The author was extremely attentive in answering questions regarding the book and his research. Marketing in the book is very minimal and indirect, which is surprising given the author is a financial advisor at a large bank.My guess is that many investors have neither the interest nor discipline to implement the strategy on their own, but an understanding of the book's key points should help lower the risk of making poor investment decisions. Like any good book there are plenty of references to other investors/authors that can be followed up on.Overall, well worth the read.

A new but timeless strategy and mindset that should greatly help investors lower downside risk while achieving market outperformance In *The 52-Week Low Formula: A Contrarian Strategy that Lowers Risk, Beats the Market, and Overcomes Human Emotion*, wealth manager Luke L. Wiley, CFP examines the principles behind selecting the outstanding companies and great investment opportunities that are being overlooked. Along the way, Wiley offers a melding of the strategies used by such investment giants as Warren Buffett, Howard Marks, Michael Porter, Seth Klarman, and Pat Dorsey. His proven formula helps investors get the upper hand by identifying solid companies that are poised for growth but have fallen out of the spotlight. Shows you how to investigate companies and identify opportunities Includes detailed discussions of competitive advantage, purchase value, return on invested capital, and debt levels Presents several case studies to examine companies that have overcome obstacles by trading around their 52-week lows  
The 52-Week Low Formula is a must-read for investors and financial advisors who want to break through conventional strategies and avoid common mistakes.

From the Inside FlapSuccessful investing is based on simple principles. Buy low, sell high. Make good decisions based upon good information. Try to eliminate noise and emotional confusion. Mitigate risk. Yet, too often, investors fall into familiar traps that lead to suboptimal results. Herding, emotional investing, following the trends instead of the data, taking unnecessary risks— all of these have a common root cause: The lack of a disciplined system for determining investment opportunities. In *The 52-Week Low Formula: A Contrarian Strategy that Lowers Risk, Beats the Market, and Overcomes Human Emotion*, Luke L. Wiley, CFPreg;, examines the formula filters behind selecting the outstanding companies and great investment opportunities that are being overlooked, resulting in bigger gains, reduced risk, and faster recovery following economic downturns. Using his own experiences, deep research, and a healthy degree of skepticism as a guide, Wiley describes what he looks for in a company, what requirements must be met, and how those criteria came into existence. He also presents several case studies to examine companies that were trading around their 52-Week Lows, overcame obstacles, and provided solid investment returns. His book is based on the idea that five simple yet critical filters can lead to mitigating downside risk while achieving market outperformance. The companies that positively make it through these filters, and that are found to be in the midst of a skid, are the ones that are ripe for investment yet continue to be overlooked and unloved by Main Street to Wall Street. The 52-Week Low Formula is a must read for investors, money managers, and financial advisors who want to break through suboptimal conventional strategies and avoid common mistakes. It presents a new but timeless strategy and mindset that should greatly help investors lower risk while outperforming the market.From the Back CoverPraise for *The 52-Week Low Formula* "In *The 52-Week Low Formula*, Luke Wiley makes it clear that if you hope to be a

superior investor, your thinking has to be different from that of the crowd and better. He provides insight into how control over psychological influences can enable it to be different, as well as an example of the kind of disciplined, reason-based process that's essential if it's going to be better." mdash;Howard Marks, Chairman and Cofounder of Oaktree Capital Management; Author of *The Most Important Thing: Uncommon Sense for the Thoughtful Investor*

"The gathering and arraying of the data, the projection, and the judgment calls are the simple tools we train our research analysts to focus on. nbsp; Luke Wiley's *The 52-Week Low Formula* highlights this approach to focus on price as an important element to stock selection." mdash;Mario J. Gabelli, CFA; CEO of GAMCO Investors, Inc. (NYSE: GBL) "My only argument with *The 52-Week Low Formula* is that its title makes it seem overly simplistic. Rather than a rules-based formula, this book is a useful and substantial framework for understanding the key elements of long term investing. With refreshing clarity, Luke Wiley combines his own research with the core tenants of securities analysis to create a thorough yet readable guide that will serve new and experienced investors alike." mdash;Christopher C. Davis, Portfolio Manager and Chairman, Davis Advisors "Luke Wiley's *The 52-Week Low Formula* will make you a far wiser investor if you give it a few 52 minutes of your time to analyze this careful low risk investment philosophy." mdash;Donald R. Keough, Retired President of The Coca-Cola Company and author of *The Ten Commandments for Business Failure* "The foundation of successful investing is discipline, and Luke Wiley's *The 52-Week Low Formula* offers one of the clearest and well-reasoned stock-investing disciplines you'll find. Investors of all stripes will benefit from the wisdom in this book." mdash;Haywood Kelly, CFA, Head of Global Research, Morningstar "Buying great businesses at cheap prices is easy in theory, but hard in practice. Luke Wiley shows you how to put your emotions aside, ignore the crowd, and successfully follow this profitable investing path." mdash;Pat Dorsey, CFA, Founder of Dorsey Asset Management "Luke Wiley's *The 52-Week Low Formula* is a well thought out strategy that should appeal to any investor looking to beat the market while taking lower risk. How can you argue with a strategy that results in surfacing companies with low expectations, strong balance sheets, cash flow and competitive position?" mdash;Paul D. Sonkin, portfolio manager, GAMCO Investors, Inc. (NYSE: GBL), and Co-author of *Value Investing: From Graham to Buffett and Beyond* "Luke Wiley has finally answered the value investor's age-old question: When to Buy. This businesslike and common sense approach are valuable tools to identify great companies at great prices. Wiley shows us a disciplined approach to buy low and sell high using a formula everyone can follow." mdash;Mary Buffett, New York Times best-selling author, [Marybuffett.com](http://Marybuffett.com) "Great book for those looking to improve both their investment process and odds of finding successful investments. Wiley uses vivid examples that bring the concepts to life." mdash;Michael Shearn, Time Value of Money, LP, author of *The Investment Checklist: The Art of In-Depth Research* "The 52-Week Low Formula should be required reading for all new investors or those looking for better returns. Luke Wiley has captured the essence of value investing in a readable format. This was written for the average investor that has been disappointed in following the 'herd'. This is not a textbook on investing, but instead a disciplined formula for better, more consistent investing with five essential steps. This should be at the fingertips of all those Financial Advisors looking to improve their returns for their clients and differentiate themselves in a very crowded market." mdash;Rob Knapp, President, Supernova Consulting Group LLC; author of *The Supernova Advisor*

About the Author LUKE L. WILEY, CFPreg., CRPC, is the Senior Vice President of Wiley Wealth Management at UBS Financial Services in Cincinnati, Ohio. In 2012, he was among the top ten of the 7,000 UBS Financial Advisors in client retention and acquisition and has been called upon to provide strategic guidance for other wealth managers, financial planners, and investment managers by UBS management. His investment strategy and approach to life was defined by 17th century German mathematician Carl Gustav Jacob Jacobi who once wrote, "Invert, always invert." By solving for the opposite of your intended result, non-traditional paths to success reveal themselves. The idea of finding attractive investment opportunities within the 52-Week Low lists came about from Wiley reading a book that sells used for about \$1,400 written by Seth Klarman, *Margin of Safety: Risk-Averse Value Investing Strategies for the Thoughtful Investor*.