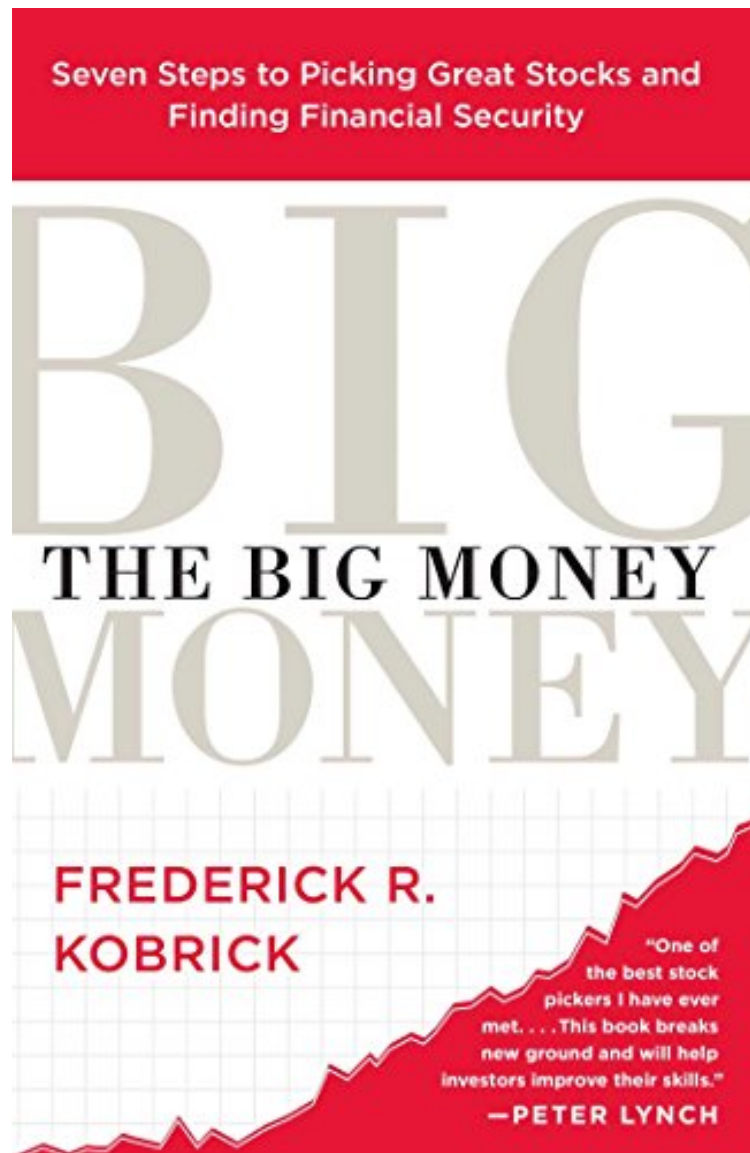


# The Big Money: Seven Steps to Picking Great Stocks and Finding Financial Security

*Frederick R. Kobrick*

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**Frederick R. Kobrick : The Big Money: Seven Steps to Picking Great Stocks and Finding Financial Security**  
before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Big Money: Seven Steps to Picking Great Stocks and Finding Financial Security:

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the Big Money By Rod Graham This book contains some great strategies that you can apply to selecting and maintaining a portfolio of growth stocks. It outlines a proven method for analysing business models and company management and provides some great examples from his own investing career of successful and not so successful companies and the reasons behind their performance. The more books I read on this subject the more I keep coming back to the simple truths in this book. The strategies outlined within are to growth investing what Benjamin Graham's "Security Analysis" is to value investing. Keep re-reading it for a deeper understanding of how business model and strategy can predict what earnings and dividends might be well into the future. If you want to find a proven stock that has fallen out of favour read Graham. If you want to find the next Big Thing read this book. The only area that I thought deserved more attention was the section on valuation, though to be fair the emphasis of the author's approach is much more on growth potential and management performance than current valuations. Still valuations are important in any sell discipline. I hope that he covers this in more detail in his sequel. There's some more information and detailed reviews of the book on the author's web site. 6 of 7 people found the following review helpful. Great lessons to make BIG money! By Jay A Don't underestimate the value of a great story and a great storyteller. In Big Money, Fred Kobrick accomplishes both. He draws you in by giving you insight into his stock picking paradigm- BASM, and shares with us how we can take this approach and benefit financially in a BIG, BIG way. He does this via his entertaining stories of the companies he's invested in and their universal lessons. While I consider myself somewhat sophisticated about looking at companies and their performance, Mr. Kobrick enables me to apply business model, assumptions, strategy and management analysis (BASM) to structure my buying, holding and selling stocks. As I couple BASM with the Seven Steps, I have increased my confidence in my stock picking and decision making. I now have the framework to stay focused on the pivotal and most salient points instead of being overwhelmed with data. I will use this book as a reference guide and refresher as the stock market treats us all to its inevitable roller coaster ride. Well done Fred!

In The Big Money veteran stock picker and mutual fund manager Fred Kobrick draws on his decades of success to explain his Seven Steps to financial security in any investing climate. Kobrick shows investors how to find the high-quality stocks that will make them wealthy. A stock portfolio needs only a few stocks that appreciate in value ten or twenty times, or one or two stocks that appreciate in value a hundred times or more. Kobrick describes how he found some of his most successful stocks simply by looking carefully at the products and services that customers and investors love, and recognizing the great business models that create repeatability, the ability to keep producing success. This is a timeless approach, so what works with Microsoft, Dell, or Home Depot will work with Google and even newer companies. Kobrick explains that the average investor should not try to emulate a stock analyst or a technician to find great stocks that will generate great wealth. Instead investors must recognize great companies early -- by understanding their business model, identifying their assumptions, recognizing their business strategy, and evaluating their management. Kobrick calls those four factors BASM, and they are the cornerstone of his investing philosophy. Great managements grow companies and earnings, driving stock prices higher. Kobrick also offers some tried-and-tested ways to know when you have a winner you should hold, and when you should sell. Throughout the book Kobrick describes some of his biggest successes -- as well as a few stocks he missed. His stories about these companies are insightful and frequently entertaining. In bull and bear markets, from retail to high tech, Kobrick has prospered. His stories and his Seven Steps to financial success will show investors what they need to know to do the same thing -- prosper in any investing climate. No serious investor can afford to be without this book.

"One of the best stock pickers I have ever met. . . . This book breaks new ground and will help investors improve their skills." -- Peter Lynch "One of the great masters of the market, Fred Kobrick, offers up the lessons of a lifetime." -- Henry Scammell, Equities "In The Big Money, Frederick Kobrick's confidence and insight, honed from more than three decades as a leading mutual fund manager and investor, make his stories worth a good listen. . . . His results speak for themselves." -- Kerry Hannon, USA Today From the Publisher "I have known Fred Kobrick since our school days and he is one of the best stock pickers I have ever met. This is a refreshing book, a fun read, and with a new approach that removes many complex obstacles for investors. It shows them how to use their own common sense and some simple techniques to identify great stocks early. This book breaks new ground and will help investors improve their skills." -- Peter Lynch About the Author Fred Kobrick's winning funds history: middot; State Street Research Capital Fund: Ranked as one of the top five mutual funds in the country for the entire 15-year bull market in 1997. middot; The Kobrick Capital Fund: Named by USA Today as "All-Star Fund of the Year" - the only manager ever to win this more than once - best of their group of 25 All-Star Funds in 1998 and 1999. middot; Money Magazine, November 1996: cover story features Kobrick in "Six Funds of the Decade." middot; Investor's Business Daily: Ranks Kobrick as having the 5th best ten-year record of all diversified stock funds. middot; Boston Globe article, 10 Investors of the Decade