



Suggested Readings

MANAGING DOWNSIDE RISK IN FINANCIAL MARKETS

FRANK SORTINO and STEPHEN SATCHELL: Massachusetts: Butterworth-Heinemann, 2001
Covers upside potential and downside risk from monthly returns on any portfolio manager. Demonstrates how downside-risk can produce better results in performance measurement and asset allocation than variance modeling. Theory, as well as the practical issues involved in its implementation, is covered in terms of risk measurement and decision making.

TRADE YOUR WAY TO FINANCIAL FREEDOM

VAN K. THARP: New York: McGraw-Hill, 1998
From searching for the Holy Grail in the market and finding a trading system that works for you to selecting a time frame and a market, this book covers how to effectively manage your risks and capital according to those risks. From this book you can learn about the expectancy orientated trading and even how to build a trading system that is based on the expectancy

UNEXPECTED RETURNS

ED EASTERLING: California: Cypress House, 2005
Understanding Secular Stock Market Cycle; this investment book uses extensive full-color graphics to explain the fundamentals of the markets-an essential resource before reading how-to books or engaging investment advice. It is a unique combination of investment art and investment science that enables the reader to differentiate between irrational hope and a rational view of current market conditions.

POINT & FIGURE CHARTING

THOMAS J. DORSEY: New York: John Wiley & Sons, Inc, 2001, second edition
The Essential Application for Forecasting and Tracking Market Prices; in this second edition of the classic text, expert Thomas Dorsey shows, step-by-step, how to create, maintain, and interpret your own point and figure charts. He explains how you can use your findings to track and forecast market prices and develop an overall investment strategy.

COMPETITIVE STRATEGY: TECHNIQUES FOR ANALYZING INDUSTRIES AND COMPETITORS

MICHAEL E. PORTER: Free Press; 1 edition (June 1, 1998)
Porter's analysis of industries captures the complexity of industry competition in five underlying forces, linking it directly to profitability, and presents a whole new perspective on how profit is created and divided.

REMINISCENCES OF A STOCK OPERATOR

EDWIN LEFÈVRE (Author), ROGER LOWENSTEIN: Wiley; Revised edition (January 17, 2006)
Biography of Jesse Livermore, a remarkable character who first started speculating in New England bucket shops at the turn of the century. Contains timeless advice on the markets.

PORTFOLIO SELECTION

HARRY M. MARKOWITZ: New Haven and London: (Journal of Finance 1952)
Focuses on the process of selecting an investment portfolio offering rules that, among others, the investor should diversify across industries and maximize expected returns.



THE (MIS)BEHAVIOR OF MARKETS

BENOIT MANDELBROT & RICHARD L. HUDSON: Basic Books; New York 2004
From the gyrations of IBM's stock price and the Dow, to cotton trading, and the dollar-Euro exchange rate--Mandelbrot shows that the world of finance can be understood in more accurate, and volatile, terms than the tired theories of yesteryear.

FREEFALL

JOSEPH E. STIGLITZ: W.E. Norton & Company; New York London 2010
An incisive look at the global economic crisis, our flawed response, and the implications for the world's future prosperity

BEYOND THE BASICS

MARY FARRELL: Simon & Schuster; New York 2000 PaineWebber Inc
May help you cut through the clutter of conflicting advice and reach a new level of successful investing, spark new ways of thinking about your money and tells you which investment strategies can make mega-differences in your investment results.

FREAKONOMICS

STEVEN D. LEVITT & STEPHEN J. DUBNER: Harper Collins; New York 2005
This book looks at economics advises not to always take what the numbers tell you at face value. There is always another side of the story that might not have been investigated to its fullest.

BULL'S EYE INVESTING

JOHN MAULDIN: John Wiley & Sons; New Jersey, 2004
Financial expert John Mauldin makes a powerful, almost irrefutable case regarding the future direction of the markets. He then details a new approach to investing that will allow you to adjust to the new reality of investing. You'll consider options beyond traditional stock portfolios as you learn to choose between the stable and secure investments that will enable you to profit in turbulent markets.

GREENSPAN'S BUBBLES

WILLIAM A. FLECKENSTEIN: McGraw Hill; New York 2008
Using transcripts of Greenspan's FOMC meetings as well as testimony before Congress, this eye-opening book delivers a timeline of his most devastating mistakes and weaves together the connection between every economic calamity of the past 19 years.

PANIC

ANDREW REDLEAF & RICHARD VIGILANTE: Richard Vigilante Books; USA 2010
A guide through the history of the recent crash with wisdom and wit; presenting a refreshingly commonsense approach to understanding how markets actually work. Panic makes sense of a nonsensical moment in market history and reveals why booms and busts have become so common in recent decades, and what we can do about it.



24 ESSENTIAL LESSONS FOR INVESTMENT SUCCESS

WILLIAM J. O'NEIL: McGraw Hill New York; 2000

"Investor's Business Daily," chairman and founder William J. O'Neil gives you a bounty of proven, easy-to-apply techniques for building a profitable portfolio. O'Neil cuts through the static of conventional "wisdom" with a refreshing array of common-sense strategies that help you accurately gauge the market.

THE SUCCESSFUL INVESTOR

WILLIAM J. O'NEIL: McGraw Hill New York; 2004

An excellent how-to tour of O'Neil's CAN SLIM investing approach. Most investors risk failure, not because their systems are flawed, but because people are. O'Neil makes it clear: to be an investor, you must put forth enormous dedication, discipline, emotional fortitude and humility, and you need a sound strategy, such as CAN SLIM. His advice is knowledgeable and straightforward. He tells you what to do, and how to move ahead wisely and profitably.

THE ART OF ASSET ALLOCATION

DAVID M. DARST: McGraw Hill New York; 2003

The fully revised classic on employing asset allocation techniques to grow real wealth. Morgan Stanley's Chief Investment Strategist covers the historic market events, instruments, asset classes, and economic forces that investors need to be aware of as they create asset-building portfolios. He then explains how to use modern asset allocation concepts and tools to augment returns and control risks in a wide range of financial market environments.

THE INTELLIGENT INVESTOR

BENJAMIN GRAHAM: Collins Business New York; 1976

*The classic bestseller by Benjamin Graham, perhaps the greatest investment advisor of the 20th century, *The Intelligent Investor* has taught and inspired hundreds of thousands of people worldwide. Since its original publication in 1949, Benjamin Graham's book has remained the most respected guide to investing, due to his timeless philosophy of "value investing," which helps protect investors against the areas of possible substantial error and teaches them to develop long-term strategies with which they will be comfortable down the road.*

BUFFETTOLOGY

WARREN BUFFETT: Rawson Associates New York; 1997

Buffettology examines Buffett's methods for valuing companies and selecting stocks--it even encourages you to buy a calculator and work through the valuation formulas that Buffett uses when researching companies to buy. The book not only serves as a useful guide to understanding how Buffett invests, it's an excellent primer to investing in stocks, whether you plan to become a Buffettologist or not.

FINANCIAL RECKONING DAY

WILLIAM BONNER WITH ADDISON WIGGIN: Rawson Wiley; 2003

William Bonner and Addison Wiggin explore several topics, but the main themes running through the book are inflation (expansion of money and credit) and demographics, centered on the baby boomers. Their conclusion isn't a sunny one: demographically the boomer generation faces a difficult transition into retirement, with costs for the entire economy.



HOT COMMODITIES: HOW ANYONE CAN INVEST PROFITABLY IN THE WORLD'S BEST MARKET

JIM ROGERS: Random House, 2004

In Hot Commodities, Rogers offers the lowdown on the most lucrative markets for today and tomorrow. In 1998, gliding under the radar, a bull market in commodities began. Rogers thinks it's going to continue for at least fifteen years—and he's put his money where his mouth is.

INVESTMENT BIKER: AROUND THE WORLD WITH JIM ROGERS

JIM ROGERS: Random House, 2003

Legendary investor Jim Rogers gives us his view of the world on a twenty-two-month, fifty-two-country motorcycle odyssey in his bestselling business/adventure book, Investment Biker, which has already sold more than 200,000 copies.

ADVENTURE CAPITALIST: THE ULTIMATE ROAD TRIP

JIM ROGERS: Random House, 2003

Drive...and Grow Rich! The bestselling author of Investment Biker is back from the ultimate road trip: a three-year drive around the world that would ultimately set the Guinness record for the longest continuous car journey. In Adventure Capitalist, legendary investor Jim Rogers, dubbed "the Indiana Jones of finance" by Time magazine, proves that the best way to profit from the global situation is to see the world mile by mile