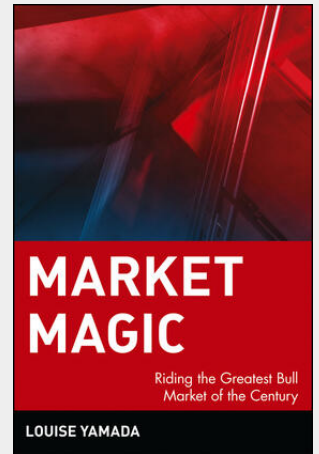


## Market Magic

Riding the Greatest Bull Market of the Century

In Zeiten der Ungewißheit und volatiler Märkte sind private Investoren und Anlageexperten oft ratlos, wenn es darum geht, die Ausrichtung des Marktes zu erkennen: Geht es rauf, runter, seitwärts und wie lange hält dieser Trend an? Viele Anlagegurus geben Ratschläge zur Situation am Anlagemarkt, aber keiner von ihnen liefert so exakte Daten aufgrund umfangreicher Researcharbeit wie Louise Yamada. Sie ist sehr bekannt und wird geschätzt für ihre überzeugenden und interessanten Research Reports, in denen sie verschiedene Analysetechniken kombiniert, um genaue Prognosen und außergewöhnliche Vorhersagen zu machen. Market Magic ist eine gut durchdachte Untersuchung der Researchergebnisse von Louise Yamada, die dieses Buch zu einer wichtigen Lektüre macht. Es vermittelt Hintergrundinformationen zur Geschichte des Aktienmarktes, Rentenmarktes und der Zinsentwicklung, um so den Rahmen für die Analyse der aktuellen Gegebenheiten zu liefern. Das gegenwärtige Marktgeschehen wird unter dem Aspekt vergleichbarer historischer Situationen betrachtet, wobei auch die zugrundeliegende Makrostruktur inklusive Marktverhalten, demographische Daten, Technologie und Inflation Berücksichtigung finden. (01/98)

She's been compared to a beacon shining through the fog. Her thorough research, meticulous analyses, and extraordinarily accurate forecasts have won her the respect and admiration of colleagues up and down the Street. A protégée of the master technical analyst Alan Shaw, she is currently Senior Technical Analyst, Vice President for Research at Salomon Smith Barney. But what some insiders remember most about Louise Yamada is that in 1994 she was among the very first to predict the greatest bull market of the twentieth century. In Market Magic, Louise Yamada shares her formidable skills to look beyond the daily noise of trading and help guide your investments through the perils and uncertainties of the next ten years. At a time when classical forecasting techniques seem to be failing us and even the professionals are at a loss as to which way the markets will go, Yamada marshals her experience and talent to offer on-target analyses of today's macro forces and specific trend forecasts for the next decade. Reading this book, you will understand why her weekly reports on various markets are so eagerly awaited by investors everywhere. Yamada describes what she saw in 1994 that led her to argue for an extended bull market. In addition, she describes her "two-tier market thesis" and explains why U.S. equities with global exposure have outperformed domestically focused stocks and why this trend should continue into the future. Yamada reveals how macro changes in U.S. demographics have subtly altered the business and investment landscapes, and how these demographic shifts are impacting the stock market in ways that have been largely unnoticed. Her case for an extension of this bull market into the next century is must reading for all serious (and nervous) investors. Firm in her belief that new technology will continue to drive the economy, Yamada identifies the industries and business sectors she believes will thrive under its expanding influence. Market Magic offers a fresh perspective on the new and emerging realities. Forging links between the forces that will be at work in the future, Louise Yamada reveals a thought-provoking scenario for the market's next ten years, and details how investors can track its course through technical analysis. Market Magic is an enlightening analysis of the big picture from one of the best minds in the investment community. "Few on Wall Street can match Louise Yamada for analytical ability as well as insight on the big issues affecting investors. We are fortunate she is willing to share the results of her thoughts and research with us." -Mark Haines, CNBC. "Louise Yamada has a special talent for anticipating future financial trends. Market Magic is a must read for investors as we prepare for the exciting decade ahead." -David Cork, F.C.S.I. author of The Pig and the Python: How to Prosper from the Aging Baby Boom. "Market Magic demystifies the voodoo of technical analysis and relates technical indicators to the real world of stocks and bonds and demographic and economic trends worldwide." -Oscar S. Schafer, General Partner Cumberland Associates, Member, Barron's Board of Advisors.



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