

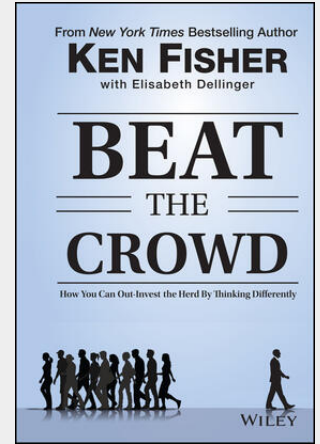
Fisher / Dellinger

## Beat the Crowd

How You Can Out-Invest the Herd by Thinking Differently

Train your brain to be a real contrarian and outsmart the crowd. Beat the Crowd is the real contrarian's guide to investing, with comprehensive explanations of how a true contrarian investor thinks and acts - and why it works more often than not. Bestselling author Ken Fisher breaks down the myths and cuts through the noise to present a clear, unvarnished view of timeless market realities, and the ways in which a contrarian approach to investing will outsmart the herd. In true Ken Fisher style, the book explains why the crowd often goes astray--and how you can stay on track. Contrarians understand how headlines really affect the market and which noise and fads they should tune out. Beat the Crowd is a primer to the contrarian strategy, teaching readers simple tricks to think differently and get it right more often than not. \* Discover the limits of forecasting and how far ahead you should look \* Learn why political controversy matters less the louder it gets \* Resurrect long-forgotten, timeless tricks and truths in markets \* Find out how the contrarian approach makes you right more often than wrong A successful investment strategy requires information, preparation, a little bit of brainpower, and a larger bit of luck. Pursuit of the mythical perfect strategy frequently lands folks in a cacophony of talking heads and twenty-four hour noise, but Beat the Crowd cuts through the mental clutter and collects the pristine pieces of actual value into a tactical approach based on going against the grain.

A STRAIGHTFORWARD GUIDE TO THINK-FORYOURSELF INVESTING FROM NEW YORK TIMES BESTSELLING AUTHOR KEN FISHER Are you tired of scouring financial headlines for actual wisdom--and coming up empty? Are you tired of nonstop media hype? Do you want to break free from the pack, think differently and outsmart the crowd? If so, this book is for you. Contrarian investing isn't about being a bull when others are bearish, or vice versa. It's about independent thinking. Cutting through the hype to see what others don't see. Using simple logic to dispel media myths. Not being blinded by opinions, rules of thumb or consensus viewpoints. In Beat the Crowd you'll learn how to separate hype from reality to uncover lucrative tactics few others talk about. Investing success isn't about perfection. It's about simply being right more often than not. Tuning out the noise and seeing the world differently than the masses will help you achieve this, and you don't need rigorous academic training to learn how. Beat the Crowd will teach you how, using the same methods Ken Fisher has employed over four decades of money management. Read this book to discover what moves markets, what doesn't, and where you can find real investment wisdom.



**31,00 €**  
28,97 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

**Artikelnummer:** 9781118973059  
**Medium:** Buch  
**ISBN:** 978-1-118-97305-9  
**Verlag:** Wiley  
**Erscheinungstermin:** 30.03.2015  
**Sprache(n):** Englisch  
**Auflage:** 1. Auflage 2015  
**Serie:** Fisher Investments Press  
**Produktform:** Gebunden  
**Gewicht:** 612 g  
**Seiten:** 320  
**Format (B x H):** 157 x 235 mm

