



The Little Book of Stock Market Profits: The Best Strategies of All Time Made Even Better

Mitch Zacks

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A timely guide to making the best investment strategies even better

A wide variety of strategies have been identified over the years, which purportedly outperform the stock market. Some of these include buying undervalued stocks while others rely on technical analysis techniques. It's fair to say no one method is fool proof and most go through both up and down periods. The challenge for an investor is picking the right method at the right time. *The Little Book of Stock Market Profits* shows you how to achieve this elusive goal and make the most of your time in today's markets.

Written by Mitch Zacks, Senior Portfolio Manager of Zacks Investment Management, this latest title in the Little Book series reveals stock market strategies that really work and then shows you how they can be made even better. It skillfully highlights earnings-based investing strategies, the hallmark of the Zacks process, but it also identifies strategies based on valuations, seasonal patterns and price momentum.

Specifically, the book:

- Identifies stock market investment strategies that work, those that don't, and what it takes for an individual investor to truly succeed in today's dynamic market
- Discusses how the performance of each strategy examined can be improved by combining into them into a multifactor approach
- Gives investors a clear path to integrating the best investment strategies of all time into their own personal portfolio

Investing can be difficult, but with the right strategies you can improve your overall performance. The Little book of Stock Market Profits will show you how.

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Fred Swett:

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