



BULL'S EYE INVESTING

Targeting Real Returns in a Smoke and Mirror Market

by John Mauldin

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In the positive and forward-thinking *Bull's Eye Investing: Targeting Real Returns in a Smoke and Mirrors Market*, financial expert John Mauldin makes a powerful case regarding the future direction of the markets and what you must do to be successful in them. Mauldin lays a solid foundation for his argument by examining six major (and very different) ways to look at the stock market as well as the numerous ways Wall Street tries to entice unknowing investors to keep buying overvalued products. Marshalling a huge array of facts and sources, Mauldin looks at these and other issues, including the effects of value, risk, market psychology, and demographics on your potential investments. He details a new approach to investing that will allow you to successfully adjust to the new reality of investing.

In this book John Mauldin helps readers think outside of the Wall Street box; Bull's Eye Investing focuses on finding value and controlling risk, while working with trends (which Mauldin forecasts for you) rather than against them. It will show you why investors must focus on absolute returns instead of relative returns, as well as how research and homework will be rewarded--rather than blind trust in an ever-spiraling market.

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