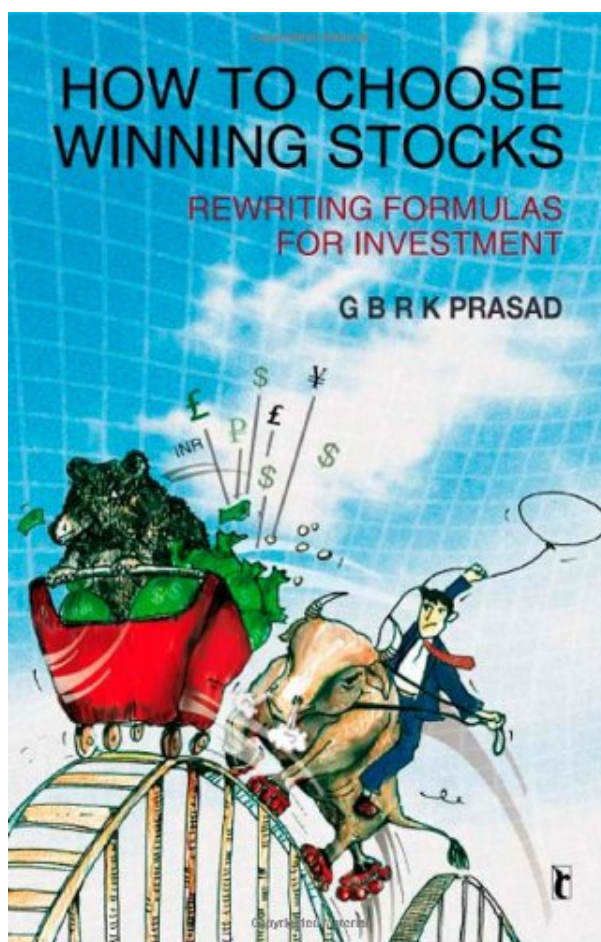
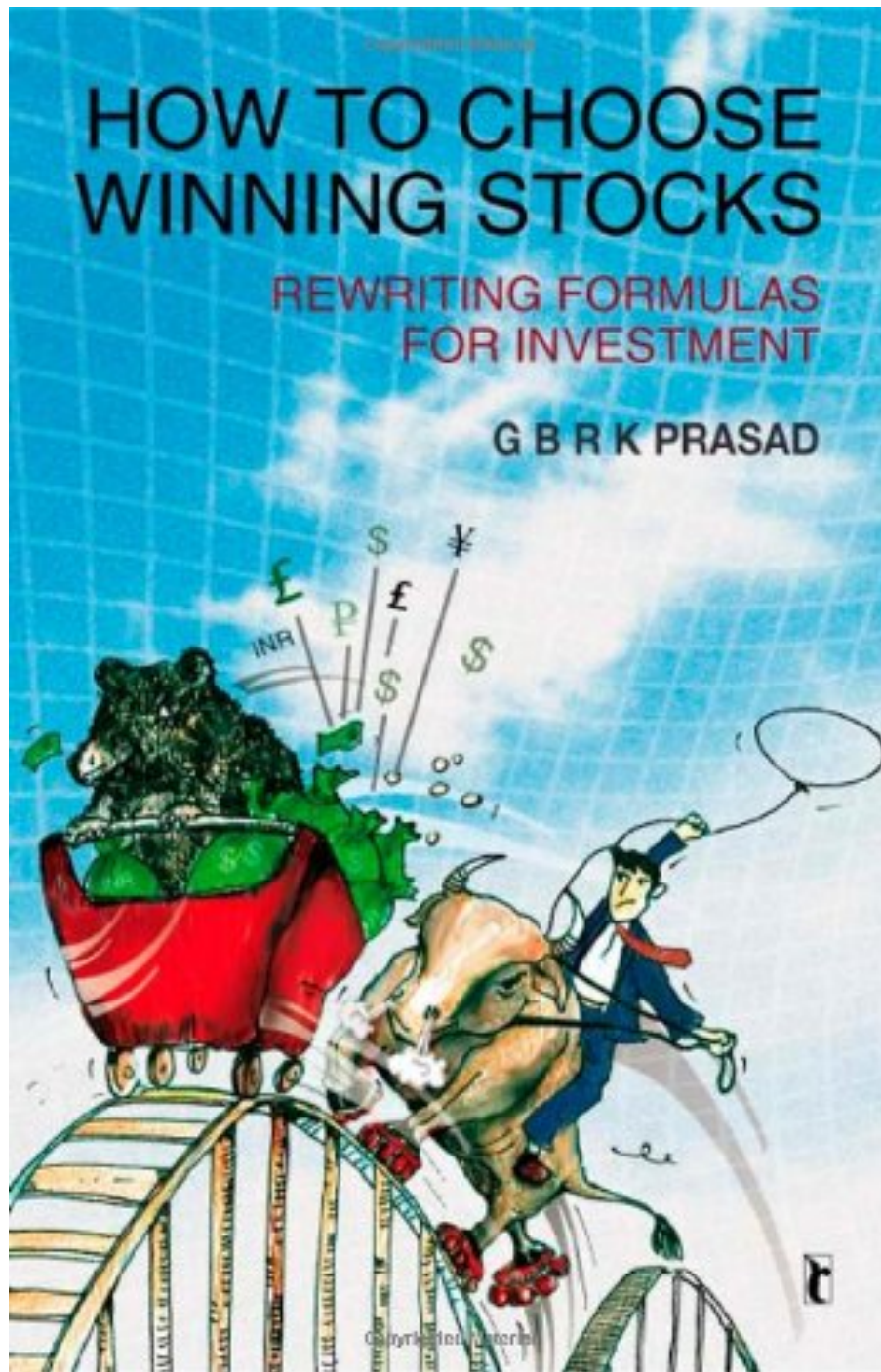


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Review

The biggest strength of this book is its simplicity. The author has been able to reiterate the basics of value investing which a retail investor must follow. Basic investing principles like the fact that risk and return go together and one should invest based on analysis rather than tips, have been stressed upon. The author has suggested some ratios for filtering companies for investment based on his own experience. Retail investors would find this useful as a 'primer' for investing. The book is a good attempt to spread financial literacy amongst the masses by simplifying the principles of value investing in a language that can be understood by a layman.

(Global Business Review)

The best thing about this book is that it is a simple book, with simpler language, no mathematical and statistical models, well illustrated by taking actual data from the stock market and above all, perfectly practical and one can practice the same. It is hoped that this book will prove to be an extremely rewarding investment guide for both amateur and professional investors.

(Vision)

About the Author

G.B.R.K. Prasad is working as Associate Director, Capital Goods Sourcing Team, at Dr Reddy's Laboratories Limited, Hyderabad, Andhra Pradesh, India. He is a graduate in mechanical engineering from the Indian Institute of Technology, New Delhi and did his MBA (Finance) from Jamnalal Bajaj Institute of Management Studies, Mumbai. He has 25 years of experience in the Indian corporate sector. He has varied industrial experience across verticals such as automobiles, pharmaceuticals, and so on, along with a brief stint in academics. Dr Prasad did his PhD in Supply Chain Management from Osmania University, Hyderabad and completed Certified in Production and Inventory Management (CPIM) certification from Advancing Productivity, Innovation, and Competitive Success (APICS), USA in 2003. He was made fellow

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Investing in the stock market is increasingly becoming an art at which very few are adept. It takes more than just raw statistics and market reports to gauge which stock has the potential to give the investor a handsome return. How to Choose Winning Stocks: Rewriting Formula shows investors how to distill data from the markets to select profitable stocks, avoiding investment risks and traps. The book is based on the value investment principle advocated by such investment greats as Benjamin Graham and Warren Buffett. The author explains formulas and data analysis methods through which the reader can calculate the potential for profits of company stocks. Analyzing the fundamentals of a company, the common sense approach taken by the book is easy to understand and practice. The key areas covered in the book are: Valuation ratios related to market capitalization Analysis of the EPS and Assets Per Share models Identifying companies based on quarterly results Sector-wise profitability analysis Mutual Funds Unconventional ratios to identify stocks Investing tips from available literature A ready reference for stock market investors, market analysts, investment bankers, and portfolio management services companies, the book is replete with illustrations, diagrams and examples of Indian origin to give even a lay reader an understanding and appreciation of the work. It will prove to be an extremely rewarding investment guide for both amateur and professional investors

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