



## Small Investor Playbook: Analyze Companies Like the Pros

By Cfa Mark D. Mandel

AUTHORHOUSE, United States, 2013. Paperback. Book Condition: New. 228 x 154 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This book offers the small investor unique assistance that is not found in other publications offering investment advice. The small investor is, in effect, competing with professional money managers, who are often on the opposite side of a trade. If a stock is becoming cheaper because institutions (the mutual funds, hedge funds, etc.) are net sellers, should you, the individual, buy? The professionals have access to corporate managements, employ or have access to paid staffs of analysts, are trained to read a company's financial statements, and actively participate in company conference calls. In short, this is still an uneven playing field, even though SEC Regulation FD (for fair disclosure) has mandated the dissemination of material information in a more equitable fashion. This book is comprised of three sections. Part One describes the major institutional investor groups and the deep resources at their disposal. Part Two illustrates the tools available to small investors that can create a more level playing field. Access to company-sponsored conference calls and web casts are examples that are open to individual, as well...

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