

The EQUITIES Book List

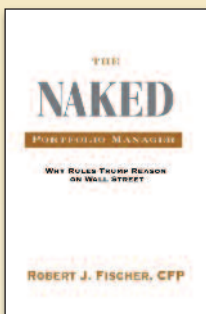


Whether during times of economic uncertainty and bull market upswings, a look at history in comparison to current events and modern-day business icons is an important part of understanding how we got here, where we're going, and how to prosper.

THE NAKED PORTFOLIO MANAGER: WHY RULES TRUMP REASON ON WALL STREET

By Robert Fischer, CFP
Abbalucci Press, 2009

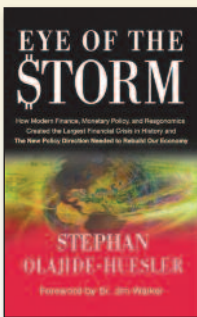
Using a practical approach to stock forecasting and investing strategies, Fisher outlines simple rule-based decision-making methodologies based on Statistical Prediction Methods (SPM). In the book, he aims to strip away the mystique of portfolio managers and so-called experts to create a transparent process of improving performance. He argues that by eliminating common human thinking errors through statistics and rules-based algorithms, even traditional portfolio managers can improve their investment decision-making and performance.



EYE OF THE STORM: HOW MODERN FINANCE, MONETARY POLICY AND REAGANOMICS CREATED THE LARGEST FINANCIAL CRISIS IN HISTORY

By Stephan Olajide-Huesler
Seventh Synchrony LLC, 2009

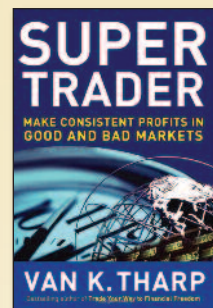
While the economy faces one of the greatest crises in its recorded history, the true origin of it remains a mystery to many. Tracing back to 1944, the book examines the effects of various events, political decisions, and circumstances that came together to create the perfect storm. It takes a close look at the systemic distortions in which the financial infrastructure was built upon, the major players involved, and explores potential solutions to fixing it.



SUPER TRADER: MAKE CONSISTENT PROFITS IN GOOD AND BAD MARKETS

By Van K. Tharp
McGraw-Hill, 2009

There's a major difference between being an investor and being a trader. For those looking to master the market, Tharp proposes several steps to follow. Super Trader provides time-tested strategies and proven concepts intend to help novices create conditions that allow them to succeed. By creating specific objectives, understanding the big picture, overcoming counterproductive thinking, and mastering the art of position sizing, Tharp believes that traders can achieve their goals.



HEALTHCARE INVESTING: PROFITING FROM THE NEW WORLD OF PHARMA, BIOTECH, AND HEALTH CARE SERVICES

By Les Funtleyder
McGraw-Hill, 2008

The \$2.5 trillion healthcare market is growing, and growing at an unprecedented rate. In his book, Funtleyder aspires to provide a complete overview of the market, giving readers the perspective they need to make the right investing decisions in the sector. He argues that due to its complex structure, the healthcare sector is prone to mis-pricings that savvy investors can clean up on. Because healthcare products are generally inelastic, the market is particularly suited to weather economic storms.

