



## The Entrepreneurial Investor: The Art, Science, and Business of Value Investing

By Paul Orfalea; Lance Helfert; Atticus Lowe; Dean Zatkowsky

Wiley, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword By Neil Cavuto.Introduction. Is Investing An Art Or A Science?Part I: Think Like An Owner: The Art of the Entrepreneurial Investor.Chapter 1: Eyes Believe What They See; Ears Believe Others.Chapter 2: Others' Irrationality Is Your Opportunity.Chapter 3: Dirty Harry's Investment Philosophy.Chapter 4: Adversity In Diversity: Portfolio Concentration.Chapter 5: Just Buy The Best (Which Does Not Include Most Mutual Funds).Chapter 6: Inspirational Figures: Benjamin Graham.Part II: Companies Worth Owning.Chapter 7: Who Really Manages The Brand? (Hint: It's Not The Company).Chapter 8: What Makes You So Special?Chapter 9: Company Culture Is More Important than Ever.Chapter 10: Bogie & Bergman Explain Elasticity of Demand.Chapter 11: Red Flags and Roaches.Chapter 12: Inspirational Figures: David Packard.Part III: The Owner's Manual.Chapter 13: Televised Advice: No Worse than Drilling Your Own Teeth.Chapter 14: Lies, Damned Lies, and Financial Statements.Chapter 15: How To Be an Annual Report Detective.Chapter 16: How Inventory Can Skew The Financials.Chapter 17: Great First Impressions: 10 Signs of a Strong Company.Chapter 18: Inspirational Figures: Bernard Baruch.Part IV: What's It Worth-To Me?Chapter 19: The ABCs Of Market Inefficiency.Chapter 20: "Wait Till the Moon Is Full".Chapter 21: Today's Price...



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