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Market Magic: Riding the Greatest Bull Market of the Century (Wiley Investment)

Louise Yamada

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Louise Yamada : Market Magic: Riding the Greatest Bull Market of the Century (Wiley Investment) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Market Magic: Riding the Greatest Bull Market of the Century (Wiley Investment):

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read the first couple chapters of my Kindle edition. Though the writing style is somewhat cumbersome, Ms. Yamada clearly knows her stuff and has some interesting insights and I think that this will be an interesting and instructive book. I generally like reading technical books on Kindle b/c my highlights can all be pulled up in a list, which makes it easy to get back to things I thought were important. However, Ms. Yamada includes an large number of charts to illustrate and support her analysis and they are not formatted for Kindle use. Many times I've encountered a "page" with multiple historic market charts so tiny as to be unusable. The magnifying feature doesn't work to enlarge them, nor does enlarging text size. I suspect that seeing and understanding the charts is key to getting the most out of this book and the Kindle edition fails miserably. After a few chapters I ordered a paperback copy of the book. 8 of 8 people found the following review helpful. A fascinating guide to the next ten years of investing By A Customer I was turned on to this book by theStreet.com's review which gave it five stars saying "Salomon Smith Barney technical analyst Louise Yamada has written a monumental book, one that all serious and professional investors should read." After a couple of times through Market Magic I couldn't agree more. The first part of the book reads like an analyst's detective story as Yamada explains how she came to publish her 1994 prediction of 7680 for the Dow even though the average was then stalled at 3600. Yamada then takes on the future and describes the global macro trends that are already shaping the world economy, and will continue to do so despite interim setbacks. This is not a beach book. It challenges readers to think anew and question outdated concepts. I can't imagine a more rewarding guide to the future.

"A technical tour de force, destined to become the thinking bull's bible."-Kathryn Welling, Barron's Renowned for her analytical brilliance and extraordinary forecasting ability, LOUISE YAMADA examines the forces that will shape the markets for the next ten years "Few on Wall Street can match Louise Yamada for analytical ability as well as insight on the big issues affecting investors. We are fortunate she is willing to share the results of her thoughts and research with us."-Mark Haines, CNBC "Louise Yamada has a special talent for anticipating future financial trends. Market Magic is a must read for investors as we prepare for the exciting decade ahead."-David Cork, F.C.S.I. author of The Pig and the Python: How to Prosper from the Aging Baby Boom "Market Magic demystifies the voodoo of technical analysis and relates technical indicators to the real world of stocks and bonds and demographic and economic trends worldwide."-Oscar S. Schafer, General Partner Cumberland Associates; Member, Barron's Roundtable For updates on new and bestselling Wiley Finance titles: wiley.com/wbns