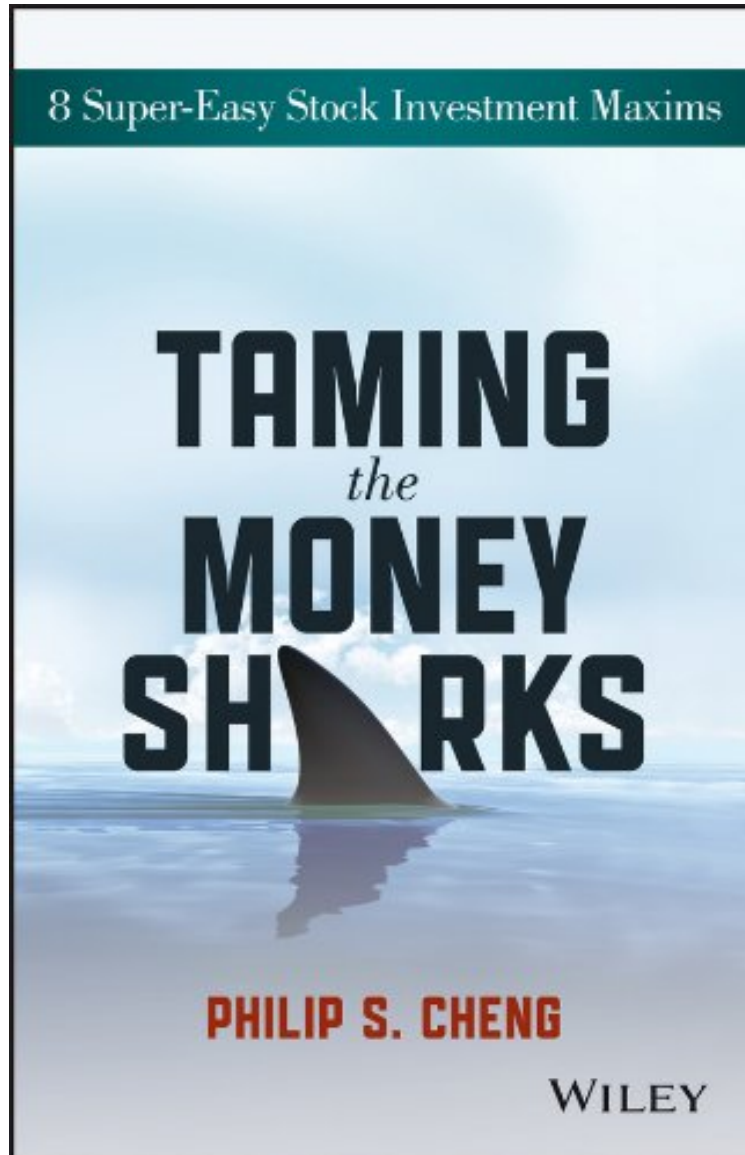


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Taming the Money Sharks: 8 Super-Easy Stock Investment Maxims

Philip Shu-Ying Cheng

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0 of 0 people found the following review helpful. Advice to co-exist with Money Sharks in the stock market from an ex-Chief Investment Officer, a 40-year investment professionalBy Rory MichelsonThis new book was written by an investment veteran with 40 years of experience with major global financial institutions, now a professor. This book addresses the reasons why 80% of individual investors all over the world cannot outperform their respective stock

markets due to the same common reasons as human beings. The author, an ex-Chief Investment Officer, has played with many types of money sharks. Through his days of "fighting in the foxholes", the author suggested ways to avoid losing "blood" despite the money sharks.....by co-existing with them. Most stock investment books are uni-directional from author to investors. This book has a sample investment flowchart to guide the readers to set up their own flowcharts according to their own profiles. "Taming the Money Sharks" is not just another technical stock investment book, as this recommends to readers a life-style change.....to fit their own personalized situation! To ensure readers' benefits for all levels of investment experience, the author purposely avoided using complex financial terms. The author recognized why most individual investors failed miserably in the stock markets despite their diligence and intelligence, as they lack 3 factors that money sharks possess: Time....Experience....Focus. This "Shark" book will set forth 8 simple ways that level the "playing field" for all! The author is currently a popular international conference speaker on investments. He took pains to write this book so readers worldwide can benefit for their entire life span.....with better wealth, better health.....by consistently profiting from the stock markets! 4 of 4 people found the following review helpful. Cut to the chase in picking stocks By Avid Investor This book is a very fast read. A lot of investment books go into great detail about how to buy and sell a stock but Philip S. Cheng zooms in on what's most important so you don't waste time or money on research. You can't go wrong by reading "Taming the Money Sharks." Not only will you avoid the sharks out there who are out for the big money (and don't want you in their waters), but you will be given a safe pathway you can stick with. Great for beginning investors or advanced. 2 of 2 people found the following review helpful. Easy Way On Investment Flowchart By Molly Anderson I really like the investment flowchart with its step by step approach in this book as how to profit from stocks the easy way. It is truly refreshing to learn from this experienced author, as he simplified complex investment situations into actionable strategies and avoid common pitfalls, such as mis-information so common in the stock markets. I am so glad that I bought this book as it is totally different than all my other investment books !

Easy-to-follow guidelines from a pro for simplifying your investments, protecting yourself from the investment sharks and achieving financial freedom Drawing on his years as an investor for leading banks in the U.S. and Asia, Philip Cheng delivers down-to-earth strategies guaranteed to make you "shark-proof" while you optimize investment returns. Statistics show that only 20% of small investors ever come close to achieving their investment goals. The other 80% get eaten alive by "investment sharks"—investment advisors, fund managers and other hucksters out to line their pockets with your hard-earned cash. Motivated by a sense of fair play, Cheng resolved to write an investor's survival guide in which he'd share everything he's learned in his years as a successful professional investor. The result is Taming the Money Sharks. The easy-to-follow guidelines you'll find in this book will help you navigate the shark-infested waters of the investment world, all the way to the financial freedom you dream of and deserve. A must-have survival guide for novice investors, and a source of fresh thinking and innovative strategies for experienced investors Features many illustrations, summaries, charts, real-world examples along with other powerful tools to help you avoid common mistakes and win at the investment game Lays out 8 proven strategies for investing systematically and surviving and thriving in the shark-infested waters of the stock market

From the Back Cover "Professor Philip Cheng is familiar with both the academic theory of investment and the real world of decision making. His book Taming the Money Sharks comprises a wealth of do's and don'ts for the individual investor to follow. Not even Professor Cheng can guarantee unlimited investment success, but the reader who follows the advice in this book will surely avoid making fundamental errors in managing his own investments. Taming the Money Sharks should be compulsory reading for all those who wish to invest rather than merely save money."—STUART LECKIE, OBE, JP, Chairman, Stirling Finance "Philip Cheng provides a valuable service. Taming the Money Sharks does not condescend or tell people to leave investments to a 'professional.' Instead, he teaches people how to build on their own knowledge to trade stocks successfully, providing plenty of tips and real-life examples along the way. This is a useful book for people determined to take charge of their own investments."—JAME DiBIASIO, Editorial Director, AsianInvestor "In the aftermath of the global financial crisis, it is essential that investors become better educated. In fact, this is one of the goals set by the G20 in terms of 'investor education and protection.' Sadly, not much progress seems to have been made so far. Taming the Money Sharks uses simple language and simple examples to explain how the markets work and makes them accessible to all. Philip's book can equip investors with some commonsense notions that seem to be so sorely lacking."—VERONIQUE A. LAFON-VINAIS, Associate Director, Center for Asian Financial Markets; Adjunct Associate Professor, Department of Finance, HKUST Down-to-earth strategies guaranteed to make you "shark-proof" while optimizing your investment returns There are lots of books out there offering sure-fire formulas, fool-proof systems, and can't-lose schemes for making a killing in the stock market. What makes this book different is that it was written by a top investment professional with no interest other than to give the "little guy" a chance to realize his or her financial goals over time through prudent stock investing. A Chief Investment Officer who, over the course of his long and distinguished career, has had as much as US\$2 billion under management, author Philip Cheng knows all the tricks and games that the Big

Boys play. In *Taming the Money Sharks* he distils a lifetime's experience into a set of 8 simple rules of the road that will help you steer clear of potential investing hazards (and the money sharks).