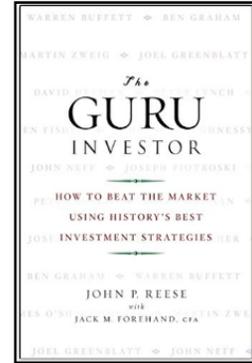


# *Don't Just Read About Buffett — Start Buying Like Him!*



Dear Investor,

Even after the bear market of 2007-09, the U.S. stock market remains far and away the most successful long-term investment vehicle, having averaged a return of more than 10 percent per year since the end of World War II. Yet throughout history, the vast majority of amateur and professional investors have failed to come anywhere close to realizing those returns -- except, that is, for a renowned group of Wall Street gurus.

Who are these elite strategists? *The Guru Investor* -- a unique new book by John Reese and Jack Forehand -- does more than identify them. It also allows you to benefit from the strategies these great investors used to build their reputations and fortunes.

## **Data-Driven, Emotion-Free Strategies**

By researching and analyzing the writings of some of history's top stock-pickers, Reese and Forehand have developed quantitative computer models that mimic the approaches these gurus used to beat the market over lengthy periods of time. Some of the gurus, like Peter Lynch and Martin Zweig, managed incredibly successful mutual funds. Others, like Benjamin Graham and Warren Buffett, have headed large investment firms with tremendous track records. Still others, like James O'Shaughnessy and Joseph Piotroski, have used extensive back-testing to determine which strategies have historically been big-time winners over the long haul.

*The Guru Investor* lays out how these gurus built their extraordinary track records, and its companion web site gives you access to the patented models that capture their approaches. Every day, the site offers multiple stock ideas generated by each of ten different guru-based strategies. It breaks down the different approaches of the gurus, lays out their philosophies and achievements, and, most importantly, details step-by-step the secret formulas they used to beat the market, explaining why each of these legendary investors considered certain factors to be so important when analyzing individual stocks.

## **A Disciplined, Customizable System**

What's more, *The Guru Investor* shows how you can implement these successful strategies in a practical, disciplined investing system that can be tailored to your own needs. The model portfolio system that the authors have developed turns each strategy into an easy-to-follow, actionable system that addresses many of the common mistakes that doom investors to failure. *The Guru Investor* explains when you should buy, when you should sell, how many stocks you should own, and even how you can combine these individual strategies to limit risk and increase profits.

## **Get Started!**

While Wall Street and the investment world are littered with talk of new, hot stocks and strategies, the best way for an investor to succeed is by learning from the thinking, writing, and experience of those who have actually succeeded in the market over the long term. *The Guru Investor* will teach you the lessons several of these Wall Street gurus have been kind enough to share over the years, and give you all the tools you need to put their lessons to work in your own investment strategy.

**Buy The Guru Investor now!**

