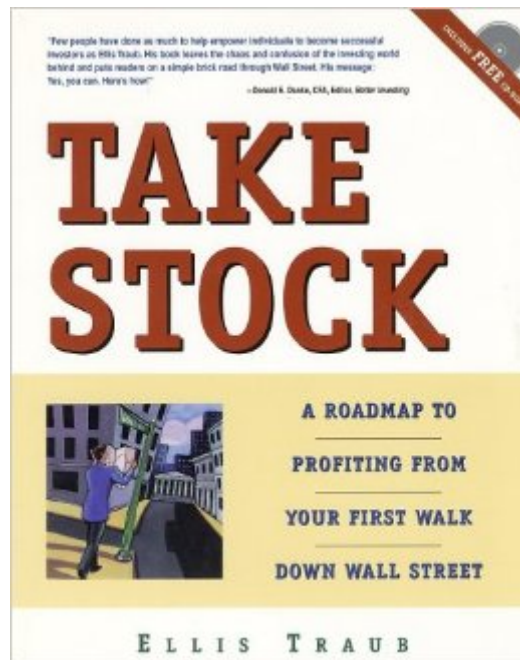


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# Take Stock: A Roadmap To Profiting From Your First Walk Down Wall Street.



## Synopsis

This book empowers the individual investor by showing how to technically chart and then analyze the critical items that fundamental analysts use. Elegant in its simplicity, the author's message is especially welcome for those who still believe in a long term, buy and hold stance that doubles your profits steadily and surely. Written for those who are new to investing, as well as for those who've yet to take their "first walk down Wall Street", this book presents a sound but simple savings strategy.

## Book Information

Paperback: 264 pages

Publisher: Kaplan Business (October 25, 2000)

Language: English

ISBN-10: 0793141494

ISBN-13: 978-0793141494

Product Dimensions: 9 x 7.3 x 0.6 inches

Shipping Weight: 1 pounds

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (18 customer reviews)

Best Sellers Rank: #390,445 in Books (See Top 100 in Books) #90 in [Books > Engineering & Transportation > Engineering > Reference > Architecture > Study & Teaching](#) #480 in [Books > Business & Money > Investing > Stocks](#) #998 in [Books > Business & Money > Investing > Introduction](#)

## Customer Reviews

Ellis Traub has gotten it \*just\* right: a beginning investing book that isn't so basic that it doesn't say anything (experienced investors can get a lot out of this), yet is very approachable and easy to read. The basic philosophy of "buy quality growth stocks at a reasonable price" is clearly illustrated - - - he doesn't just talk general philosophy, but instead shows you exactly how you can do your own stock analysis. This approach to investing has long been a core part of the success of the "investment club" phenomenon, but with "Take Stock" Ellis makes it available to everyone. I strongly recommend this book to anyone who is interested in investing in the stock market.

Ellis Traub has reduced the complexity of stock market investing to simply how to identify good companies worthy of purchase and then how to buy them at an appropriate price. He explains in simple and easy to understand terms what constitutes a good company and good value. He starts

very basically by listing mistakes he has made so others can avoid duplicating these and in short order how to become a more successful stock market investor. I wish Take Stock had been available to read before making my first investment. I especially liked his new investing term "technamental" which applies technical graphic methods to fundamental analysis. Simply stated he uses the pictorial aspects of graphics to enable easily identifying how to recognize aspects of good companies and good value. This is must reading for both the new investors as well as the investor who may wish to improve their investment batting average. His easy to understand step by step methods should enable all investors to improve their investing performance.

When I say unique I genuinely mean unique. I challenge you to find another book on investing that gives you an entirely specific METHOD for evaluating growth companies for investment. You can find lots of investing books that tell you all sorts of good general principles about investing, but then they leave it up to you to apply these principles. "Take Stock" presents a completely specific method, step by step, and provides you with a CD containing software allowing you to apply this method on your computer. (Instructions for non-computer users are there too.) The method is essentially automated so you can use NO personal judgment at all or as much personal judgment as you wish. The book is written in plain straight-forward sentences and is remarkably easy to understand. The method it describes selects companies very, very conservatively too. This is extremely important because if the method were too "loose" it would encourage beginning investors to make too many mistakes. As Traub points out it is better to be overly conservative and be surprised at better than expected performance of your portfolio, than to be risky and lose money too often. His method will lead you to invest in only the most consistently performing growth companies. So do yourself a favor and buy a book on investing that really tells you how to do it!

"Take Stock" by Ellis Traub is a must read for the serious investor. Specific steps guide the reader toward picking growth stocks using fundamental analysis. This book does not describe a mechanical method for stock selection. Nevertheless, well-reasoned guidelines aid both the beginning and experienced investor. It is a difficult task to enrich a wide spectrum of readers but "Take Stock" does an admirable job vaulting this hurdle while blending both growth and value investing. The author clearly defines terms, provides adequate graphs, and summarizes the cogent points at the end of each chapter. If you want to begin your investing career on the right track, there is no better place to start than by reading "Take Stock". If you are well on your way and are looking for some added refinements to your investing skills, "Take Stock" is well worth reading and studying.

We know that the stock market is the place to go with our investment dollars. What we don't always know is how to proceed. In plain language, Ellis Traub leads us through the process. He teaches us how to seek out companies of high quality, how to determine a reasonable price at which to purchase them, and how to follow them up after purchase. Peter Lynch told us that we can do this. Ellis Traub tells us how to do it with step by step instructions that will be of immediate value to novice and advanced investor alike. Take Stock is a must read for anybody interested in accumulating wealth safely through investing in the common stocks of fundamentally sound growth companies for the long term.

Ellis Traub makes investing 'doable' for the novice. Take Stock is a well written, informative book for the beginner, intermediate or advanced investor. Anyone reading this book will benefit in their investing decisions. Mr. Traub makes what may be 'simple' to some people understandable for the rest of us. I felt I was listening to him speak and seeing him draw diagrams rather than reading a book. Learning to invest can be painful, this book is 'medicine' to heal the pocketbook as well as the mind. I absolutely think this book is a must read if you want to learn how to have a financial future. I have gained a great deal of insight into the entire study of stocks from the book. I have already bought 5 copies to give out and recommend it highly. Buy it for anyone you care about, they will thank you. Ellis Traub just make stock analysis clearer than anything I have read before. Thanks for writing the book.

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