

# Buffettology: The Previously Unexplained Techniques That Have Made Warren Buffett The Worlds

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In the world of investing, the name Warren Buffett is synonymous with success and prosperity. Learn how Warren Buffett did it-and how you can too.

Building from the ground up, Buffett chose wisely and picked his stocks with care, in turn amassing the huge fortune for which he is now famous. Mary Buffett, former daughter-in-law of this legendary financial genius and a successful businesswoman in her own right, has teamed up with noted Buffettologist David Clark to create Buffettology, a one-of-a-kind investment guide that explains the winning strategies of the master.

- \* Learn how to approach investing the way Buffett does, based on the authors' firsthand knowledge of the secrets that have made Buffett the world's second wealthiest man
- \* Use Buffett's proven method of investing in stocks that will continue to grow over time
- \* Master the straightforward mathematical equipments that assist Buffett in making investments
- \* Examine the kinds of companies that capture Buffett's interest, and learn how you can use this information to make your own investment choices of the future

Complete with profiles of fifty-four "Buffett companies" -- companies in which Buffett has invested and which the authors believe he continues to follow -- Buffettology can show any investor, from beginner to savvy pro, how to create a profitable portfolio.

Americans are infatuated with the stock market. The number of households that own stock has increased from around 20 percent in the early 1980s to over 40 percent today. The market offers the hope of quick wealth and early retirement, and just about everyone who is in the market is looking for an edge, from sources such as CNBC and Wall Street Week to the Beardstown Ladies and "The Motley Fool." So it should be no surprise the most successful investor of our time--Warren Buffett--has been the subject of dozens of books and magazine articles. The value of Buffett's company, Berkshire Hathaway, has increased from \$18 per share in 1965 to over \$70,000 per share today. The interest in Buffett has spawned an approach to investing called "Buffettology," which is the subject of a book by the same name written by Buffett's former daughter-in-law, Mary Buffett.

In Buffettology, Mary Buffett, with the help of David Clark, details Warren Buffett's approach to investing. It's a style of investing based on the work of Benjamin Graham and one that requires a quality that most investors lack--discipline. Mary Buffett writes, "As you read through this book you will come to see that having a business perspective on investing is more about discipline than philosophy.... In short, other people's follies, brought on by fear and greed, will offer you, the investor, the opportunity to take advantage of their mistakes and benefit from the discipline of committing capital to investment only when it makes sense from a business perspective.... You will find that almost everything that relates to business perspective investing is alien to Wall Street folklore.

Buffettology examines Buffett's methods for valuing companies and selecting stocks--it even encourages you to buy a calculator and work through the valuation formulas that Buffett uses when researching companies to buy. The book not only serves as a useful guide to understanding how Buffett invests, it's an excellent primer to investing in stocks, whether you plan to become a Buffettologist or not. Highly recommended. --Harry C. Edwards, Business editor

Mary Buffett is the coauthor of Scribner's bestselling Buffettology series, a sought-after business speaker world-wide, and a contributor to HuffPost and the online magazine Thrive Global. Mary and Sean Seah recently launched the Buffett Online School (BuffettOnlineSchool.com), a monthly webinar sharing investment insights and helping students learn to build successful stock portfolios.

For over twenty years, David Clark has been considered the world's leading authority on the subject of Warren Buffett's investment methods. His international bestselling investment books, coauthored with Mary Buffett-Buffettology, The Buffettology Workbook, The New Buffettology, The Tao of Warren Buffett, Warren Buffett and the Interpretation of Financial Statements, The Management Secrets of Warren Buffett, Warren Buffett and The Art of Stock Arbitrage, and The Warren Buffett Stock Portfolio-have been translated into more than twenty foreign languages and are considered "investment classics" the world over. He has once again joined forces with Mary Buffett, and together they are writing Warren Buffett Investment Analysis, an in-depth investment manual for professional and aspiring investors.

Other Books

Forthcoming Books,

How to Love a Black Woman . 176p . ... No Mentor but Myself &quot;: Jack London on Writing & Writers . 2nd ed . 224p . ... Desert Queen : The Extraordinary Life of Gertrude Bell : Adventurer , Adviser to Kings , Ally of Lawrence of Arabia . "