



The Indomitable Investor: Why a Few Succeed in the Stock Market When Everyone Else Fails

By Steven M. Sears

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The Indomitable Investor: Why a Few Succeed in the Stock Market When Everyone Else Fails By Steven M. Sears

A new approach to investing based on how Wall Street insiders approach the market

The Indomitable Investor deconstructs the stock market as the public has come to know it and reconstitutes it from the inside out from the perspective of the fortunate few who dominate Wall Street. By revealing how top investors and traders think and act Steven Sears shows the stock market to be an undulating ocean of money, with seasoned investors reading the waves others cannot.

Teaching readers to think about the market in radically different ways, *The Indomitable Investor* shows how to improve returns—and, just as importantly, avoid losses—with disciplines deployed by people who almost always do exactly the opposite of what Wall Street says to do.

Laying bare great fallacies, the book explains that non-professional investors wrongly think the stock market is a place to make money, which is what Wall Street wants them to try to do. *The Indomitable Investor* says otherwise and shows how Wall Street's best investors have a completely different focus.

- Explains the critical ideas and insights of top traders and investors in language anyone can understand and implement
- Packed with material rarely shared off Wall Street that is used every day by professional investors
- Introduces the 17 most important words on Wall Street
- Teaches critical skills, including: How to increase returns by focusing on risk, not potential profits; how to use the stock market's historical patterns to optimize investment decisions; understanding key relationships between stocks and the economy that predict what will happen to stocks and the broader market; how to increase mutual fund returns with an easy adjustment that redirects the bulk of profits to you—not mutual fund companies, and how to analyze information like seasoned investors to move beyond "statement of the obvious" news reports that turn ordinary investors into Dumb Money

Accessible to readers of all backgrounds, including those with a limited understanding of investing, *The Indomitable Investor* will change how investors view the stock market, Wall Street, and themselves.

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Editorial Review

Review

"a first-class book for the retail investor ... Sears is trying to make the retail investor savvier, a worthy opponent of the so-called smart money. All in all, a well written, thoughtful, useful book." - Brenda Jubin, Seeking Alpha.

"It's only April but I would be v surprised if I read a better book this year than Indomitable Investor." - Gunnar Peterson, posted on Twitter.

Must Read Book on Wall Street - **NPR**

"Great investors focus first on risk, then return. Steven M. Sears' The Indomitable Investor serves as an antidote to all those get-rich-quick investment books by doing exactly the same thing." - Tadas Viskanta, author of Abnormal Returns: Winning Strategies from the Frontlines of the Investment Blogosphere.

"Investors don't need another get-rich-quick scheme. Instead, look at history's best investors to understand the basics of investing, the players in the market and their different priorities, what works and what doesn't.... Steven Sears, editor and columnist at *Barron's*, has written just such a book," - Zack Miller, Tradestreaming.com.

"Pick up a copy of The Indomitable Investor by Steven Sears ... this book actually delivers on the promise of its subtitle by explaining in clear and concise prose, "Why a Few Succeed in the Stock Market When Everyone Else Fails," Invest-notes.com

One of The Top Investment Books of The Year - **The Stock Trader's Almanac**, 2013.

From the Inside Flap

The financial crisis of 2007 was a serious wake up call.

Most people realize they may never lead lives of financial ease, but now many live in fear of never even retiring. We must rethink how we approach investing--and even acknowledge we never understood it in the first place--before it is too late.

The stock market is here to stay and remains one of the few ways to truly grow your money in the long run. "The Indomitable Investor: Why a Few Succeed in the Stock Market When Everyone Else Fails" not only simplifies Wall Street's most complicated facts and ideas, but reveals the disciplines used by the few investors who consistently overpower the stock market.

Most people never own stocks long enough to qualify as long-term investors. They "greed in" to Wall Street's latest craze and "panic out" just as prices bottom. Deconstructing popular, often inaccurate portrayals of investing, The Indomitable Investor offers a fascinating look inside Wall Street's intellectual and operational machinery.

"The Indomitable Investor" applies an analytical, sometimes contrarian, approach to gathering and synthesizing fragmented facts long known by the best investors but unknown to almost everyone else.

Comprehensive and written in a lively, accessible style, "The Indomitable Investor" covers everything from buying and selling stocks intelligently to dealing with the market mob, behavioral finance, managing brokers, analyzing financial news, increasing mutual fund returns, and understanding how seasonality and economic cycles pace the market.

"The Indomitable Investor" is a compendium of insider knowledge. Ignore "The Indomitable Investor" at your own risk.

From the Back Cover

Praise for The INDOMITABLE INVESTOR

“Though he pulls no punches in his personal assessment of Washington and Wall Street, Steve Sears’s blunt and harsh criticism is never merely gratuitous. On the contrary, *The Indomitable Investor* is a timely call to action for today’s investor. The need for individuals to better understand and take greater control of their financial future has never been more important. *The Indomitable Investor* lays out the principles that guide successful investment strategies and maps out a disciplined approach that investors can use to navigate the challenges and meet their investment goals.”

—**William J. Brodsky** Chairman and CEO, Chicago Board Options Exchange

“Steve Sears provides an easy to understand, unbiased, accurate and, most importantly, truthful assessment of the investing landscape. This is a must-read book ... a keep-you-honest dose of sage advice that, if taken, should go a long way toward maintaining a profitable mindset.”

—**Patrick A. Neal** CEO and CIO, TreePoint Capital Management

“Steve Sears is one of Wall Street’s keenest observers. His book, *The Indomitable Investor*, is destined to become a classic. If you only read one book on investing, this is it.”

—**Meyer “Sandy” Frucher** Vice Chairman, NASDAQ OMX

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Bernice Fugate:

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