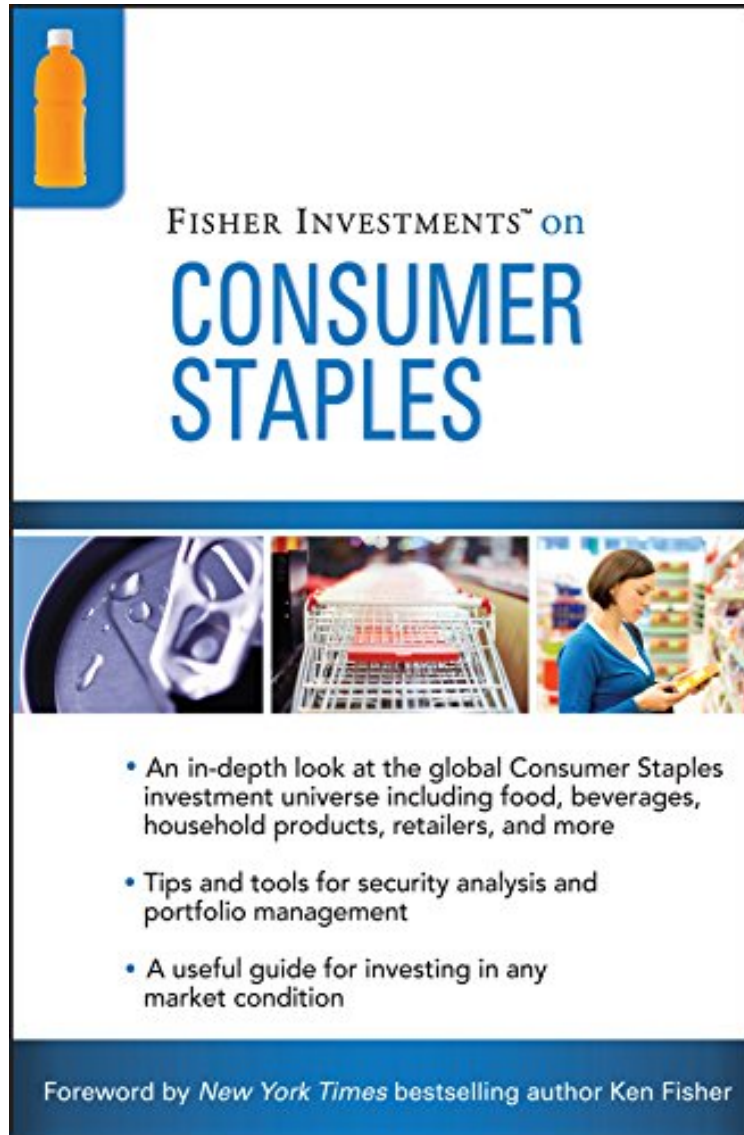


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The third installment of the Fisher Investments On series is a comprehensive guide to the Consumer Staples industry—which includes companies that manufacture and sell food and beverages, tobacco, prescription drugs, and household products, to name a few. This reliable resource provides you with the tools to help you understand and analyze opportunities within today's global Consumer Staples sector. With this book as your guide, you can quickly become familiar with how the Consumer Staples sector is segmented by industries, their respective macroeconomic drivers, and the challenges facing companies in this sector. Additionally, there are chapters dedicated to explaining many of the unique aspects of Consumer Staples products in emerging markets and security analysis techniques focused on Consumer Staples firms. You don't have to be a professional to learn to better invest in the Consumer Staples sector—but you do need to be prepared. Fisher Investments on Consumer Staples can help get you up to speed in this area and help you make better decisions through any market conditions. For more information visit www.consumerstaples.fisherinvestments.com

From the Inside Flap The Fisher Investments On series is designed to provide individual investors, aspiring investment professionals, and students the tools necessary to understand and analyze investment opportunities—primarily for investing in global stocks. Each guide is an easily accessible primer to economic sectors, regions, or other components of the global stock market. While this guide specifically focuses on Consumer Staples, the basic investment methodology is applicable for analyzing any global sector, regardless of the current macroeconomic environment. Following a top-down approach to investing, Fisher Investments on Consumer Staples can help you make more informed decisions within the Consumer Staples sector. It skillfully addresses how to determine optimal times to invest in Consumer Staples stocks and which Consumer Staples industries and sub-industries have the potential to perform well in various environments. The global Consumer Staples sector is complex, including a handful of sub-industries and emerging markets exposure—each with their own unique characteristics. Using the framework found here, you can discover how to identify these differences, spot opportunities, and avoid major pitfalls. Divided into three comprehensive parts—Getting Started, Consumer Staples Details, and Thinking Like a Portfolio Manager—Fisher Investments on Consumer Staples: Discusses the high-level economic, political, and sentiment drivers of the Consumer Staples sector Takes you through the nine sub-industries within the global Consumer Staples sector and reveals how they operate Delves into top-down investment methodology as well as individual security analysis Provides a detailed account of consumer products in emerging markets Covers the entire global Consumer Staples investment universe—from food and beverages to household products and retailers Outlines a five-step process to help differentiate firms in this field—designed to help you identify ones with the greatest probability of outperforming Filled with in-depth insights and expert advice, Fisher Investments on Consumer Staples provides a framework for understanding this sector and its industries to help you make better investment decisions—now and in the future. With this book as your guide, you can gain a global perspective of the Consumer Staples sector and discover strategies to help achieve your investing goals.

From the Back Cover An in-depth look at the global Consumer Staples investment universe including food, beverages, household products, retailers, and more Tips and tools for security analysis and portfolio management A useful guide for investing in any market condition

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About the Author **MICHAEL CANNIVET** is a Consumer Staples Research Analyst at Fisher Investments. He is also a contributing columnist for MarketMinder.com. Michael is a graduate of Georgetown University. Originally from Chicago, he currently resides in the Bay Area with his wife, Jennifer. **ANDREW S. TEUFEL** has been with Fisher Investments since 1995 where he currently serves as a Co-President and the Director of Research. Prior to joining Fisher Investments, he worked at Bear Stearns as a corporate finance analyst in its Global Technology Group. Andrew also instructs at many seminars and educational workshops throughout the United States and United Kingdom, and lectures at the Haas School of Business at UC Berkeley. He is also the Editor in Chief of MarketMinder.com. Andrew is a graduate of UC Berkeley.