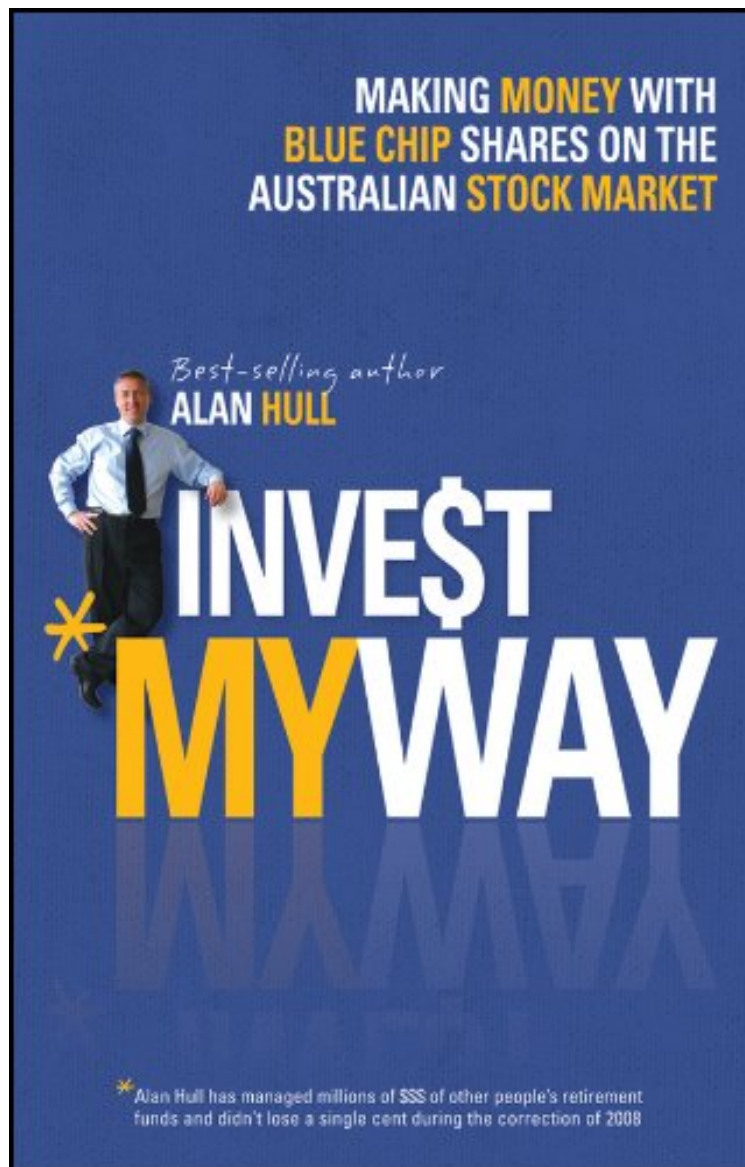


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Invest My Way: The Business of Making Money on the Australian Share Market with Blue Chip Shares

Alan Hull

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to look at investments. After reading other books like *More Money* by Paul Clitheroe, which was brilliant, we needed to learn more about the stock market. This book was a great help, I learned that the share market does not have to be about gut instincts and knowing when to buy and sell, instead can be achieved by analysing and using proven strategies and formulas. As yet, we are still looking and learning and are not yet quite ready to put what we learnt into practice. Through this book we are now more confident that this is the right form of investment for us to start with.

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By James N Simpson

This is an introductory level high school/first year university textbook style book on trading shares, what the various terminology you see reported on TV financial market snapshots such as All Ordinaries, as well as common terms traders, companies and the media use. Such as optimisation, active funds management, portfolio values, liquidity, diversification, ROAR (rate of annual return), moving averages, curve fitting, stop loss and heaps of other common terminology. Alan Hull outlines the importance of understanding or following these various things in buying and selling shares and managing your portfolio. What this book isn't though is a book giving stock recommendations or analysing particular companies, which is what I thought it would be, although some companies are in graphs and tables while Alan explains each terminology. This book actually has advertisements for other books in the back pages, one of which I found a lot more useful than this one *Top Stocks A Sharebuyer's Guide to Leading Australian Companies* by Martin Roth. If you are an accounting or economics student and want a good book to do assignment research or use for quotes, *Invest My Way* is as good as any. If you know nothing about the stock market or buying and selling shares this is also a great read to start with, but if you want something to give you trading tips and thereby teach you how to research yourself you'll need to look elsewhere.

The definitive guide to buying blue chip shares on the Australian stock market Designed for DIY investors looking for simple, practical, low risk strategies for managing their blue chip shares, *Invest My Way: The Business of Making Money on the Australian Share Market with Blue Chip Shares* is perfect for anyone interested in either trading or investing long term in Australian blue chip shares. Written by respected trader and market educator Alan Hull, the book provides readers with a unique, holistic investing strategy for managing blue chip shares to optimize both capital growth and income (dividends). Beginning with basic coverage of managing blue chip shares, the book also includes invaluable information on managing portfolios as well as offering advice on when to buy, sell, and accumulate stocks. In-depth and comprehensive, *Invest My Way* is the latest instalment in Hull's collection of investment texts including *Active Investing* and *Trade My Way* which, taken together, provide readers with a complete stock market solution. Presents a unique new strategy for making money with blue chip stocks

Author Alan Hull is a respected, well-known trading and investing expert

Walks readers through the entire blue chip investing process, including building portfolios with maximum capital growth and returns

The third instalment in Hull's complete guide to making money in the stock market, following in the footsteps of *Active Investing* and *Trade My Way*

Essential reading for casual investors, including baby boomers, retirees, SMSF trustees, and anyone else interested in trading or investing long term in Australian blue chip shares.

From the Back Cover

Some investors want income and others seek growth. Regardless of your strategy, do you know when to own shares and when to stay in cash? Designed for DIY investors looking for simple, low-risk strategies for managing their shares, *Invest My Way* is the definitive guide to buying blue chip shares on the stock market. Beginning with the basics of investing, this book includes information on managing portfolios for optimal capital growth and dividends. Sharemarket expert Alan Hull explains the ins and outs of investing in blue chip shares in easy-to-understand and engaging language, including how to:

- Hunt down and manage growth and income shares
- Use charting and fundamental analysis to your advantage
- Manage risk like the professionals with the 2 percent risk rule
- Time the stock market to maximize your returns

Make money from blue chip shares - invest Alan Hull's way!

About the Author

Alan Hull has been investing in blue chip shares for decades and is one of Australia's most respected sharemarket experts. He has appeared on Sky Business Channel and is a popular speaker on the seminar circuit. Alan is the bestselling author of *Active Investing* and *Trade My Way* which, together with *Invest my way*, provide readers with a complete stock market solution.