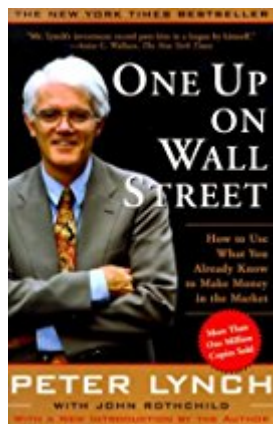


# Book One Up On Wall Street: How To Use What You Already Know To Make Money In The Market By Peter Lynch



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More than one million copies have been sold of this seminal book on investing in which legendary mutual-fund manager Peter Lynch explains the advantages that average investors have over professionals and how they can use these advantages to achieve financial success. America's most successful money manager tells how average investors can beat the pros by using what they know. According to Lynch, investment opportunities are everywhere. From the supermarket to the workplace, we encounter products and services all day long. By paying attention to the best ones, we can find companies in which to invest before the professional analysts discover them. When investors get in early, they can find the "tenbaggers," the stocks that appreciate tenfold from the initial investment. A few tenbaggers will turn an average stock portfolio into a star performer. Lynch offers easy-to-follow advice for sorting out the long shots from the no-shots by reviewing a company's financial statements and knowing which numbers really count. He offers guidelines for investing in cyclical, turnaround, and fast-growing companies. As long as you invest for the long term, Lynch says, your portfolio can reward you. This timeless advice has made One Up on Wall Street a #1 bestseller and a classic book of investment know-how.

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Review Anise C. Wallace The New York Times Mr. Lynch's investment record puts him in a league by himself. From the Back Cover THE NATIONAL BESTSELLING BOOK THAT EVERY INVESTOR SHOULD OWN Peter Lynch is America's number-one money manager. His mantra: Average investors can become experts in their own field and can pick winning stocks as effectively as Wall Street professionals by doing just a little research. Now, in a new introduction written specifically for this edition of One Up on Wall Street, Lynch gives his take on the incredible rise of Internet stocks, as well as a list of twenty winning companies of high-tech '90s. That many of these winners are low-tech supports his thesis that amateur investors can continue to reap exceptional rewards from mundane, easy-to-understand companies they encounter in their daily lives. Investment opportunities abound for the layperson, Lynch says. By simply observing business developments and taking notice of your immediate world -- from the mall to the workplace -- you can discover potentially successful companies before professional analysts do. This jump on the experts is what produces "tenbaggers", the stocks that appreciate tenfold or more and turn an average stock portfolio into a star performer. The former star manager of Fidelity's multibillion-dollar Magellan Fund, Lynch reveals how he achieved his spectacular record. Writing with John Rothchild, Lynch offers easy-to-follow directions for sorting out the long shots from the no shots by reviewing a company's financial statements and by identifying which numbers really count. He explains how to stalk tenbaggers and lays out the guidelines for investing in cyclical, turnaround, and fast-growing companies. Lynch promises that if you ignore the ups and downs of the market and the endless speculation about interest rates, in the long term (anywhere from five to fifteen years) your portfolio will reward you. This advice has proved to be timeless and has made One Up on Wall Street a number-one bestseller. And now this classic is as valuable in the new millennium as ever. About the Author Peter Lynch managed the Fidelity Magellan Fund from 1977 to 1990 when it was one of the most successful mutual-funds of all time. He then became a vice chairman at Fidelity and more recently has become a prominent philanthropist particularly active in the Boston area. His books include One Up on Wall Street, Beating the Street, and Learn to Earn (all written with John Rothchild). John Rothchild was formerly a financial columnist for Time and Fortune magazines.

Customer Reviews Most helpful customer reviews 1 of 1 people found the following review helpful. Fantastic book! By Tezza Fantastic book! When you're buying a stock, you're buying the future earnings of a company. Learn how to evaluate companies from an ownership perspective. Plus, learn common pitfalls of investing. Plus, Mr. Lynch's anecdotes and observations will keep you chuckling. Obviously written by a person "who has been there and done it" in spades. Perhaps some examples are a little dated. Perhaps if Mr. Lynch could launch an updated book with more recent examples and observations (please, please)? 2 of 2 people found the following review helpful. Great book! Very clear & informative. Beneficial read for all investors. By Zach Peter Lynch does such a great job explaining how you do not have to work on Wall Street to be successful in the stock market. One Up on Wall Street provides a great overall foundation for investing and how people can utilize companies they know/understand and products they use and enjoy to make successful investments before the stock catches the attention of the large institutional investors. Lynch stated you only have to be right six out of ten times to be successful in the stock market, and a tenbagger (stock price grows 1000%) can make someone's career. Lynch also believed there is a lot of noise with investing, and people put too much effort in the wrong areas. He did not like the most popular or pretty stocks, instead he liked good, boring companies that will consistently produce cash flow and grow immensely in the long term. I liked hearing how Peter Lynch takes everyday undervalued companies that are commonly used, not just talked about, and studies to see how fundamentally sound they are to invest in. Lynch does not believe in getting caught up in daily stock prices, he sought after undervalued companies that are consistently growing for 5-10 years. Lynch is a prominent GARP

investor seeking rapid company growth at very reasonable prices. His amazing track record speaks for itself as he outperformed all other fund managers consistently for over two decades. Peter Lynch offers a lot of very beneficial investing advice in this book and it will be very educational for anybody wanting to get involved in the stock market. I really enjoyed reading One Up on Wall Street and recommend it to all investors. 0 of 0 people found the following review helpful. We want Peter Lynch in the place of Jim Cramer By Marcelo Bahia The world would be a better place if Peter Lynch replaced Jim Cramer in the "Mad Money" TV show. He gives useful and intelligent tips, he's humble, he tells funny jokes, he's able to say things that follow the Aristotelian logic. I must admit it. After reading Getting Things Done: The Art of Stress-Free Productivity, I promised to myself that I would never ever again read a book with a standing suited author in the cover. Despite the trauma, I decided to make an exception for Mr. Lynch, as this little book is wildly praised among the investment community. I'm glad I read it! Not only that, now the probability that I read this other book has increased from nil to very small: Why We Suck: A Feel Good Guide to Staying Fat, Loud, Lazy and Stupid I find this book useful for both the professional and the layman. For the professional, the value comes from the fact that part of the content here definitely won't be found in the usual Graham-Buffett-Fischer-Klarman-Mauboussin-Montier combo. Peter Lynch's work is somewhat original, in the sense that it places emphasis on some aspects of a good investment that are, at most, briefly mentioned in the classic works above. For the layman, the content is much more useful than what you hear from Jim Cramer and your sales broker combined (well, that's not very difficult). If Lynch's advice aids you to buy only one bagger stock (and it can help you on it), that's awesome enough. The only drawback of the book is that, sometimes, it oversimplifies complex things. This seems to have been done with the intent of not confusing the layman and trying to make clear explanations to the general public. This is indeed a noble purpose. But, to some, it may give the misleading impression that the collective of very intelligent market participants are doing stupid things all the time. Don't get me wrong: despite attracting some of the best talent and brains around, the group wisdom of the market does stupid things on a few occasions. But that's the exception, not the rule. Finding truly outstanding opportunities in the market is very hard. With that warning made clear, almost everything else here is worth the read. I definitely think you should put this one in your priority list of investment books. See all 649 customer reviews...

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