

# [PDF] The MOTLEY FOOL'S RULE MAKERS, RULE BREAKERS, THE: The Foolish Guide To Picking Stocks

David Gardner, Tom Gardner - pdf download free book

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**Books Details:**

Title: The MOTLEY FOOL'S RULE MAKERS

Author: David Gardner, Tom Gardner

Released: 1999-02-01

Language:

Pages:

ISBN: 0671582631

ISBN13: 978-0671582630

ASIN: 0671582631



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**Description:**

"Business is as simple as changing the rules at the beginning, and then making the rules at the end," say David and Tom Gardner, creators of the Motley Fool investment web site. Invest in the stock of one company that goes all the way from rule breaker to rule maker, and you get rich. But how do you tell the difference between a company that will follow this model--a Microsoft or a Wal-Mart--and a company that only appears to be a superstar, like Boston Chicken? The Gardners explain what takes a company from interesting maverick to the "default setting" of its industry--the name

synonymous with its entire type of product, such as Coke, Kleenex, and Band-Aid. They throw in a little culture, too: readings from Shakespeare's *Henry IV, Part One* and *Henry V* illustrate the classical route from edgy rule breaker to regal rule maker. (Running time: 3 hours, 2 cassettes) --*Lou Schuler*

**From Publishers Weekly** The sassy creators of the popular personal finance Web site and authors of the bestselling *The Motley Fool Investment Guide* (1997) now offer advice on how to evaluate the investment potential of specific companies. Here, the Gardners proffer five key principles by which to judge innovative "Rule Breaking" companies. Among them: "top dog-and-first-mover in an important emerging industry" (e.g., Amazon.com and Whole Foods Market); "sustainable advantage due to business momentum, patent protection, visionary leadership, or inept competitors" (Wal-Mart, Amgen); and "smart management and good backing" (Intuit). Yet, while the Gardners tell readers not to pay attention to analysts' expectations and earnings statements, they proceed to break their own rules, explaining that, as companies get more profitable and grow into "Rule Makers," investors should look to more traditional measurements such as sales-to-debt ratios, growth, etc. The book is certainly more fun than most stock-picking manuals, and the insights into company management are amusing. In discussing the poor performance of Boston Chicken, the authors write, "Rather than being inept, Boston Market wound up playing chicken with companies whose managers were smarter and more experienced hands at this game." However, novice investors may find the advice more difficult to follow than previous Motley Fool books. Author tour. Copyright 1999 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

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