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Avoid hot stocks in hot industries. An online phone book, like the Telkom phone book, provides a quick way to look up numbers of people and businesses you want to call or locate. But there's a 100% correlation in the long run. You will be rewarded handsomely. The printed phone books grew in popularity during the decades and centuries. This post, however, is about Peter Lynch's successful exploits to conquer the stock market. It's better to put your money in the bank. To do this, open your device and run a search for either a specific online directory, such as Telkom or WhitePages. So she invested in Loew's, Columbia, Paramount and Capital Cities Broadcasting. There are always opportunities overlooked by Wall Street. This type of search doesn't deliver consistent results, though it can be useful and delivers some results in map or satellite form. Brief History of Phone Books The first printed phone book was handed out in 1878 in New Haven. Unfortunately, his company went bankrupt and she lost everything. Can you beat the market like Lynch? Put your money where your mouth is. And the place to start, he says, is your own back yard. What he means is that if you look around you, notice what you use and like and what other people seem to use and like, you may have found a good company to invest in. If you neither have the time nor the inclination to study the balance sheet, however, you should stick to low-cost stock mutual funds or ETFs. See also: Best Investing Books for Beginners Related She loved the movies. Then, in 2005, the demand for printed phone books started to drop. Even a modest investment can become millions over time. If you study 10 companies, you'll find a hidden jewel. If you're thinking about investing in a troubled industry, buy the companies with staying power as long as the industry is showing signs of revival. These young students invested in what they knew and liked and used including Walt Disney, Nike, The Gap, Pentech (makers of colored markers), Pepsi, and Topps (makers of baseball cards). This disparity is the key to making money. He was particularly attracted to restaurants because they were so easy to understand. He's one of the greatest investors of all time. Well, luckily for us, Peter wrote a couple of books on stock picking telling us how he did it - One Up On Wall Street and Beating the Street. By the time the estate was settled in December of 1995, it had grown to \$22 million. Miss Scheiber's story illustrates several important points. Peter Lynch reveals details of the whole process from finding a stock, doing research, making a decision and then following up. She lost everything when she was 33 and scraped together another \$5000 which she invested at age 48. Take, for example, Walmart - a well-run company. It was a single printed card with some numbers printed on it. Taco Bell and Cracker Barrel were one of Lynch's early Magellan winners. You want a company that has low to no debt. Often, there's no correlation between the success of a company's operations and the success of its stock over a few months or even a few years. It was only in 15% of the U.S. when they were a 10-year-old public company. He managed that fund for thirteen years and a thousand dollars invested in it when he started in 1977 ended up being worth \$28,000 when he retired. Genius? This led Lynch to create a new investment principle: Never invest in any idea you can't illustrate with a crayon! Maybe one of the best examples of this principle in action is the case of Anne Scheiber. And the third point is the Lynch Principle, invest in what you know and understand and use. True, she did live to 101, which illustrates a second point - the time value of money. You want a company that has been doing well on the stock market even though it has not been noticed by the big guys. Of course he goes into a lot more detail than I can cover here, but he gives an example of what he means in Beating the Street. Long shots almost always miss the mark. It pays to be patient. Two years later that portfolio was up 70%, outperforming the S&P 500 index which returned just 26%. When automobile stocks plummeted in the early '80s, Lynch invested heavily in Chrysler stock at \$2 apiece. He managed that fund for thirteen years and a thousand dollars invested in it when he started in 1977 ended up being worth \$28,000 when he retired. Twenty years in this business convinces me that any normal person using the customary three percent of the brain can pick stocks as well as, if not better, than the average Wall Street expert." - Peter Lynch One of the wisest money managers of all time is Peter Lynch, the one-time portfolio manager of the spectacularly successful Fidelity Magellan Fund. But Anne did not give up. On her modest salary as an auditor for the Internal Revenue Service (just over \$3000 a year), she managed to save another \$5000 over the next ten years. Through the bear market of 1973-1974. That's not a misprint. She represents, not only the superb returns that can be enjoyed from a skillful buy and hold strategy, but also the pluck to jump back in the game after losing everything. In 1933 and 1934, at the height of the depression, 38 year old Anne invested most of her life savings in the stock market. I've happened to get hold of a copy of his book, Beating the Street, which I enjoyed thoroughly. She let her broker brother make the picks and they were good ones. If Peter Lynch were managing your money, you probably wouldn't complain about high fees. If you study 50, you'll find five. Why would you? Through the crash of 1987. Miss Scheiber left virtually the entire fortune to New York's Yeshiva University. Besides having a good balance sheet and track record, he particularly liked Taco Bell because of its potential to expand across the country - Americans have yet to be exposed to its tasty tacos. All they did for the next 30 years, according to Lynch, was to expand from 15% to 100%, and the stock went up 50-fold. Whether you enjoy picking stocks yourself or not, reading the book can help you become a better investor. Or what? He holds one of the best track records - a spectacular 29% annualized return from 1977 until 1990 - nearly double what the S&P 500 index produced in the same period. If you can't find any companies you think are attractive, stay in cash until you discover some. He knows the company won't go bankrupt (well, it eventually did in 2009), having \$1 billion in cash in its books. Lynch bought nearly every S&L (savings and loans) that came public in the mid-'80s. If you've invested \$10,000 in McDonald's, a 400-bagger (i.e., multiples of original share price as coined by Lynch), when it went public in 1965, you would have become a millionaire four times over by 1990. When she died in January 1995 at the age of 101, that modest investment had grown to \$20 million. And he rather likes companies that do basic things, not fancy-schmanzy high falutin' stuff that sounds impressive but what the heck is it? What's especially interesting to me is the fund's namesake, Ferdinand Magellan, was a Portuguese explorer who tried to conquer the Philippines. He also likes companies that serve a niche market and are growing. Of course, the numbers are important. And interestingly enough, it's not rocket science. One way to access an online phone book is through the browser of your mobile device. When asked on national TV what's his secret to success, Lynch's response was "I visited 200 companies a year and read 700 annual reports." To learn more about the stock, Lynch went to their headquarters, wined and dined executives, often inquiring about their competitors. Look for bargains instead. Before you make a purchase, you should be able to explain why you're buying - in a simple language that a fifth-grader could understand. To do a reverse number lookup, choose a site that offers the service, such as WhitePages, navigate to the phone lookup section and enter the number. You can use this edge by investing in companies or industries you already understand. Probably not like Peter Lynch - he destroyed the market. Once the story deteriorates or starts breaking down, it's time to sell. Every decade, there's no shortage of winners: McDonald's, KFC, Bob Evans in the '60s; Taco Bell, Dairy Queen, Wendy's in the '70s; and so has the '80s, '90s, and 2000s. It pays to be patient and to own successful companies. Wait until it turns out a profit. And so on. Here are a few lessons we can all learn from the book. It's important, he says, to understand what the company does. To do it, you enter the house number and street in one search box and the city and state or zip code in the second search box before running the query. But don't let anyone tell you that you can't. If you're looking on a site with a map function, you may also see a map with the location pinned and an option to get turn-by-turn directions to the place you're calling. Reverse Phone Number Lookup A reverse phone number lookup is done when you have only a phone number and want to know who it belongs to before you call. If you ignore the noise, like bad news and market volatility, and instead follow the companies you own like they're your babies, you could be successful. ...more © 1996-2014, Amazon.com, Inc. Lynch's stock-picking skill is legendary, having managed Fidelity's Magellan Fund for thirteen years with astounding success. Lynch himself will tell you that you have an edge over the Wall Street experts. They were out of favor due to the S&L crisis, mostly due to a real-estate bust in Texas. Just because a company has a great story, however, doesn't mean you should invest in it. She invested in the companies that made medications she took - Schering Plough and Bristol Myers Squibb. You wouldn't invest in index funds either. In 1944 she invested in the stock market again. If you had invested \$37,000, on the first day Peter Lynch took over and sold when he left, your investment would have been worth over a million, or its affiliates. Unlike the first book by Lynch ('One up on Wall Street'), this book has more practical material. Then, find the search box and enter the name of the person or business you want to call. Results to Expect If you're searching in the Telkom directory, expect to find the name, address and phone number of the party you want to call, if they have a listed number. Other information that may be included if you're looking up a business is the company profile and a link to the company website. He maintains that the average intelligent investor can do better than most professional money managers using his methods. Miss Scheiber invested in stocks of companies that she knew and understood, companies whose products she used. MORE FROM QUESTIONSANSWERED.NET Invest in What You Know and Like and Understand! "Twenty years in this business convinces me that any normal person using the customary three percent of the brain can pick stocks as well as, if not better, than the average Wall Street expert." - Peter Lynch One of the wisest money managers of all time is Peter Lynch, the one-time portfolio manager of the spectacularly successful Fidelity Magellan Fund. You want a company whose revenues and profits are growing. Just lucky? A seventh grade social studies class at St. Agnes School in Arlington, Massachusetts used his methods and their own research to develop a fourteen stock portfolio in 1990. You can search these sites by name, keywords or location and, sometimes, you can enter a phone number to do a reverse search. Telkom Cell Phone Contracts As Africa's biggest integrated telecommunications company, Telkom mobile contracts are also part of the company's offerings. By 2017, many states in the United States had even made it illegal to print phone books, according to TruthFinder. She drank Coke and Pepsi and bought shares in both. And she hung on to them through thick and thin for over forty years. Some results may be free, while others may require a fee to unlock the information. Reverse Address Lookup A reverse address lookup is another type of search you can do if you only have part of the information about the number you need to find. Sure enough, Chrysler rebounded in 1984 after releasing a revolutionary minivan that was selling like pancakes. It's really just plain common sense. One is that you're never too old to start. Sadly, he got beaten and killed by the Filipino natives instead. \$20 million!! That represents an annual compounded rate of return of 17.5%, ranking her among the top investors of all time. Her secret?

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