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Nota di contenuto	The Large-Cap Portfolio: Value Investing and the Hidden Opportunity in Big Company Stocks; Contents; Acknowledgments; Preface; Parts of This Book; Notes; Part I: The Large-Cap Opportunity and Challenge; Chapter 1: Trends in Large-Cap Investing and the Opportunities They Present; Defining a Large-Cap Stock; Understanding the S&P 500 Index; Examining the Growth of Indexed Equities; Defining Active Management; So What Does This Mean for Investors?; Two Additional Considerations; Finally, Something Timely; Conclusions; Notes; Chapter 2: Risk and Uncertainty; Financial Measures of Risk Accounting Measures of Risk Differentiating between Certain and

Uncertain Cash Flows; Conclusions; Notes; Part II: Market Inefficiency; Chapter 3: An Introduction to Market Efficiency; The Basis for Market Efficiency; Efficient Markets Hypothesis; Empirical Support for the Efficiency of Markets; Conclusions; Notes; Chapter 4: Evidence of Inefficiency in Investor Behavior and Market Behavior; Closed-End Fund Discounts and Premiums; Market Bubbles and Market Crashes; Investors vs. Their Investment . . . or Investors vs. Themselves; Book-to-Market Effects and Other Value Criteria; Conclusions  
NotesChapter 5: Individual Decision Making; That Thing about Our Being Rational . . .; Bayesian, Non-Bayesian-What Does This Mean?; Great Companies Always Make Great Stocks; Representative Sequences; Now That You Put It That Way . . .; Dropping an Anchor in a Sea of Information; Conclusions; Appendix: Utility Theory and Prospect Theory; Utility Theory and Rationality; Prospect Theory; Conclusions; Notes; Chapter 6: Correlated Mistakes and the Failure of Arbitrage; Herding and Why We're Predisposed to Correlated Mistakes Evidence of Herding in Securities Markets and in the Analysis of Common StocksFeedback Mechanisms and Mood Contagions; Smart Arbitrageurs Will Save Us! Won't They?; Some Related Considerations in Approaching the Active Management of Investments; Conclusions; Notes; Chapter 7: Conventional Views on Sources of Market Inefficiencies; Structural Impediments to Market Efficiency; Pertinence to Large-Cap Universe; Conclusions; Appendix: Underexplained Market Phenomena; Notes; Part III: Research and Portfolio Management Chapter 8: Identifying Large-Cap Stock Opportunities and Optimizing Research ProcessesIdentifying Large-Cap Stock Opportunities; Filters and Relative Assessments of Value; Subjective Identification of Overoptimism and Overpessimism; Overconfidence, Information Overload, and the Structure of Investment Firms; Conclusions; Notes; Chapter 9: Approaching Growth in Large-Cap Stock Research; Are We Good at Predicting Growth?; Equity Valuation Basics; Limitations to Estimating Long-Term Growth Rates; Abnormal Growth Magnitude and Abnormal Growth Duration; Traditional Methods for Determining Growth  
Perversions of Growth Estimates in Large-Cap Stocks

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## Sommario/riassunto

The practical guide to finding value and opportunity in large-cap stocks using investor behavior Large-Cap is an abbreviation of the term "large market capitalization" and refers to the stock of publicly traded companies with market capitalization values of roughly more than 10 billion, like Walmart, Microsoft, and Ford. Because of their size, the conventional view is that these companies do not present investors with an ability to be opportunistic. The Large-Cap Portfolio + Website argues that, contrary to popular perceptions, significant opportunities exist in these stocks.

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