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Nota di contenuto	The Entrepreneurial Investor; Contents; Foreword; Introduction; Proof that Investing Is Not a Science; Obsession with Charts and Graphs Does Not Equal Science; Mechanical Replacements for Management; Investing Requires the Exercise of Human Judgment; Artists, Scientists, and Businesspeople; Is This Book a How-To, or a Who-To?; Fortune Cookie Wisdom; Overview; PART I: THINK LIKE AN OWNER; Chapter 1: Eyes Believe What They See; Ears Believe Others; Pay Attention; Backyard Barbecues Predicted Supermarket Sector Decline; Kodak Fails to Focus on Digital Photography Young Adults Herald the Wireless FutureTelevision Loses Its Reason for Existence; Grocers Lose Touch, and Their Identity; Frontline Coworkers and Customers; The Smartest Man in the Room?; Chapter 2: Others' Irrationality Is Your Opportunity; Bulls and Bears and Lemmings, Oh My!; When Bad Markets Happen to Good Companies; Importance of the Long-Term Approach; Despite All the Screaming, the Roller Coaster Stays on Track; Chapter 3: Dirty Harry's Investment Philosophy; Can You Explain It to a Child?; Advantages of Simplicity; What If You Were

CEO?; Limitations Provide Boundaries for Focus
Chapter 4: Adversity in Diversity: Portfolio ConcentrationAre
Concentrated Portfolios Worth the Effort?; Chapter 5: Just Buy the Best
(Which Does Not Include Most Mutual Funds); Convenient Carrying
Handles; Conventional Wisdom Equals Conventional Results; A Simple
Failure of Logic; What Do You Invest For?; Why Is Poor Performance So
Popular?; Funds Cannot Serve Individuals; Just Buy the Best; Chapter 6:
Inspirational Figures: Benjamin Graham; A Fine Mind, Working Hard;
Roaring Twenties; Great Investor, Great Educator; Buy Companies, Not
Pieces of Paper; Profit from Mr. Market's Folly
Margin of SafetyOn the Shoulders of Giants; PART II: COMPANIES
WORTH OWNING; Chapter 7: Who Really Manages the Brand? (Hint: It's
Not the Company); Accountability: Who Pays the Piper?; Hubris at the
Mountaintop; A Sad State of Affairs; Chapter 8: What Makes You So
Special?; Attributes of Superior Performers; Real-World Examples;
Turning Small Sales into Big Business; Abuse It and Lose It?; The Best
Defense Is to Play Your Own Game; Chapter 9: Company Culture Is
More Important than Ever; Arrogance Squared Helped HP Lose Its Way;
Culture Matters, Culture Is Real; What Is a Company?
Give Her an Inch and She Thinks She's a RulerNot All Change Is
Progress; Chapter 10: Bogie and Bergman Explain Elasticity of Demand;
Bananas for Oranges and for Oil; Elasticity: Simpler than It Sounds;
Three-Way Street; But Which Is Better, Elastic or Inelastic Demand?;
Chapter 11: Red Flags and Roaches; Setting Standards for What Not to
Buy; Hot Stocks Often Flame Out; Hot Air Doesn't Pay Dividends; Pride
Cometh before Absurd Acquisitions; Big Secrets Are Often Big
Embarrassments; Real Trends Don't Rush You; Cockroach Theory Warns
of Trouble to Come
Cockroaches Cause Knee-Jerk Reaction for Some

Sommario/riassunto

The Entrepreneurial Investor will inspire you to treat investing like a business and to think of yourself as an owner. Through solid examples and a light narrative, Paul Orfalea skillfully explores the essence of the entrepreneurial investor, which includes balancing the art and science of this discipline, and viewing investing itself as a business. Along the way, he also examines how the elements of focus, opportunism, and involvement can improve your overall investment results.
