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Sommario/riassunto	The definitive guide to buying blue chip shares on the Australian stock market Designed for DIY investors looking for simple, practical, low risk strategies for managing their blue chip shares, Invest My Way: The Business of Making Money on the Australian Share Market with Blue Chip Shares is perfect for anyone interested in either trading or investing long term in Australian blue chip shares. Written by respected trader and market educator Alan Hull, the book provides readers with a unique, holistic investing strategy for managing blue chip shares to optimize both capital grow