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Nota di contenuto	The Dick Davis Dividend; Contents; Preface; Emphasizing the Obvious; A Different Level of Professionalism; Coping With Mood Swings; No Pictures; Acknowledgments; Annoyed on Oscar Night? This is Worse; About the Author; Introduction; Can 95 Million Investors Be Wrong?; A Challenge: Blunt Honesty without Turning Off the Investor; Where I'm Coming From; Housekeeping Notes; Chapter 1: Personal Background; Pre-Wall Street; One-of-a-Kind Career on Wall Street; Post-Wall Street; Modesty Adds Credibility; Chapter 2: The Three Best Things to Have before Starting to Invest; Luck; Longevity Deep PocketsChapter 3: Six Absolutes; 1. Nobody Knows the Answers; 2. There's Always an Exact Opposite Opinion; 3. We're Predisposed to Fail, But Not Predestined; 4. There Is Symmetry in the Market; 5. The Market Is King-News Is Mostly Irrelevant; 6. The Durability of Major Trends Is Underestimated; Chapter 4: Seven Core Convictions; 1. Asset

Allocation Is Key to Managing Risk; 2. Proper Entry Level Is Crucial; 3. Be Aware of the Negatives: There's Always a Column A and a Column B; 4. The Best You Can Do Is Put the Odds in Your Favor  
5. The Worst You Can Do Is Be Totally and Instantly Informed (A Critique of CNBC)6. Many Strategies Can Work-The Key Is Consistency; 7. Index Funds: The Answer for Most, But Not the Whole Answer; Chapter 5: Thirty-Five Nuggets; 1. After You Buy, It'll Always Go Lower; 2. CEOs on Their Own Stock; 3. Conventional Wisdom Is More Conventional than Wisdom; 4. Humility Is Sadly Lacking on Wall Street; 5. A Sure Thing If You Have the Patience; 6. No Single Stock Has to Be Bought; 7. The Sticky Question of When to Sell; 8. Mergers Are Good for Everyone Except Stockholders  
9. Get Children Started Early10. Don't Rebuke Yourself; 11. Face It, It's History; Put It Behind You; 12. Investigate, Then Invest-Hogwash; 13. Cramer versus Kirk; 14. How to Answer Questions about the Market; 15. Giving Advice to Relatives-Tread Lightly; 16. When Greed Paid Off; 17. Losses Are Inevitable-A Big Loss Unacceptable; 18. ETFs Are a Beautiful Thing; 19. Rising Dividends Are More Important than Big Dividends; 20. The Broker and the Case for Discretion; 21. All Investors Are Not Created Equal; 22. Low Commissions Make Online Trading Hard to Resist  
23. Understand Your Own Temperament24. The Upside-Down Stock Market; 25. Every Group Has Its Day; 26. "When" Is More Important than "What"; 27. No Place to Hide for the Investor; 28. The Rarity of Inside Information; 29. What's a Reasonable Return?; 30. The Market Is Typically Dull and Indecisive; 31. Interest Rates-The Most Difficult of All to Forecast; 32. The Brilliant Market Call; 33. Your Results Will Differ From Your Fund's; 34. You Can Make Money in a Down Market; 35. No One Has a Monopoly on the Right Answers; Chapter 6: Active versus Passive Investing; The 80-20 Solution  
Passive Investing-An Overview

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## Sommario/riassunto

A pioneer in the financial media, Dick Davis has interacted with the investing public for over forty years. With his new book, he continues this trend. The first part of The Dick Davis Dividend contains an easy-to-read, yet profound discussion of the essentials of investing-focusing on the savvy veteran's often unconventional, core beliefs. While the second part of this engaging guide makes a compelling case for combining both passive investing via index funds and active investing via stocks and mutual funds.

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