



# The Bear Book: Survive and Profit in Ferocious Markets

*John Rothchild*

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## **The Bear Book: Survive and Profit in Ferocious Markets** John Rothchild

"Rothchild finds some compelling evidence that a Bear might be lurking in the woods. [He] addresses the subject with candor."-The Wall Street Journal

"In a timely antidote to the fever now raging in the markets, Rothchild's new book dishes a long dive when investors least expect it." -Washington Post Book World

April 14, 2000. The Dow drops over 600 points. Investors the world over receive a startling reminder that "what goes up, must come down." Today's exceptionally volatile markets exemplify the hair-raising financial instability that most analysts see as a continuing trend. More than ever before, investors deserve a sound explanation of how to profit-or minimize loss-in such a climate, and be prepared for the inevitable dips. In *Survive and Profit in Ferocious Markets*, bestselling financial writer John Rothchild provides a rare understanding of profit making when the markets are tenuous, with volatility at every turn. Here is specific, comprehensive, and timely information on:

- \* Where the economy is going and how exactly to invest in it
- \* How investors can negotiate the awkward terrain between the new and old economies
- \* Investment strategies at different stages of a volatile market
- \* The psychology of investing, a history of the markets, and biographies of prominent investors, including Roy Neuberger and Philip Carret

With wit, wisdom, and a penchant for telling a good story, Rothchild provides all investors, from novices to pros, with the tools to protect their investments and prosper.

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