Coolcat Total Stock Market Report

Description: The Coolcat Total Stock Market Report covers larger stocks with market capitalizations of more than $1 billion and also features a ""total market"" model portfolio with dynamic stocks and ETFs from our other newsletters. Established in December 2005. Two model portfolios.

Publisher Kevin Kennedy, a veteran of more than 20 years in newspaper journalism and the former mayor of his hometown, was used to trying to find answers to vexing questions when he began working to solve one of the biggest mysteries of all in the mid-1990s: what makes stocks go up in price?

Kennedy wondered: Was there a way for the average weekend warrior with a real job to cut the thousands of stocks and mutual funds down to a much smaller number that could then be examined more closely without studying stocks for hours and hours each day?

Early on in his quest, Kennedy was introduced to the ideas of William O'Neil, the publisher of Investors Business Daily and author of ""How to Make Money in Stocks,"" in which he details his CANSLIM approach to investing.

As a numbers junkie, Kennedy found the statistics in IBD fascinating and set out to work on developing statistical ideas that could produce winners. Kennedy found the CANSLIM approach wanting in some respects, but relied heavily on its basic tenets of investing during strong market conditions and using research to isolate the characteristics found in winning stocks.

*This title is biweekly

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II: Total Stock Market Portfolio
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