The 52-Week Low Formula. A Contrarian Strategy that Lowers Risk, Beats the Market, and Overcomes Human Emotion

Description: Praise for The 52-Week Low Formula

"In The 52-Week Low Formula, Luke Wiley makes it clear that if you hope to be a superior investor, your thinking has to be different from that of the crowd and better. He provides insight into how control over psychological influences can enable it to be different, as well as an example of the kind of disciplined, reason-based process that's essential if it's going to be better."

Howard Marks, Chairman and Cofounder of Oaktree Capital Management; Author of The Most Important Thing: Uncommon Sense for the Thoughtful Investor

"The gathering and arraying of the data, the projection, and the judgment calls are the simple tools we train our research analysts to focus on. Luke Wiley's The 52-Week Low Formula highlights this approach to focus on price as an important element to stock selection."

Mario J. Gabelli, CFA; CEO of GAMCO Investors, Inc. (NYSE: GBL)

"My only argument with The 52-Week Low Formula is that its title makes it seem overly simplistic. Rather than a rules-based formula, this book is a useful and substantial framework for understanding the key elements of long term investing. With refreshing clarity, Luke Wiley combines his own research with the core tenants of securities analysis to create a thorough yet readable guide that will serve new and experienced investors alike."

Christopher C. Davis, Portfolio Manager and Chairman, Davis Advisors

"Luke Wiley's The 52-Week Low Formula will make you a far wiser investor if you give it a few 52 minutes of your time to analyze this careful low risk investment philosophy."

Donald R. Keough, Retired President of The Coca-Cola Company and author of The Ten Commandments for Business Failure

"The foundation of successful investing is discipline, and Luke Wiley's The 52-Week Low Formula offers one of the clearest and well-reasoned stock-investing disciplines you'll find. Investors of all stripes will benefit from the wisdom in this book."

Haywood Kelly, CFA, Head of Global Research, Morningstar

"Buying great businesses at cheap prices is easy in theory, but hard in practice. Luke Wiley shows you how to put your emotions aside, ignore the crowd, and successfully follow this profitable investing path."

Pat Dorsey, CFA, Founder of Dorsey Asset Management

"Luke Wiley's The 52-Week Low Formula is a well thought out strategy that should appeal to any investor looking to beat the market while taking lower risk. How can you argue with a strategy that results in surfacing companies with low expectations, strong balance sheets, cash flow and competitive position?"

Paul D. Sonkin, portfolio manager, GAMCO Investors, Inc. (NYSE: GBL), and Co-author of Value Investing: From Graham to Buffett and Beyond

"Luke Wiley has finally answered the value investor's age-old question: When to Buy. This businesslike and common sense approach are valuable tools to identify great companies at great prices. Wiley shows us a disciplined approach to buy low and sell high using a formula everyone can follow."

Mary Buffett, New York Times best-selling author, Marybuffett.com

"Great book for those looking to improve both their investment process and odds of finding successful investments. Wiley uses vivid examples that bring the concepts to life."

Michael Shearn, Time Value of Money, LP, author of The Investment Checklist: The Art of In-Depth Research

"The 52-Week Low Formula should be required reading for all new investors or those looking for better returns. Luke Wiley has captured the essence of value investing in a readable format. This was written for the average investor that has been disappointed in following the 'herd'. This is not a textbook on investing,
but instead a disciplined formula for better, more consistent investing with five essential steps. This should be at the fingertips of all those Financial Advisors looking to improve their returns for their clients and differentiate themselves in a very crowded market."

Rob Knapp, President, Supernova Consulting Group LLC; author of The Supernova Advisor

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