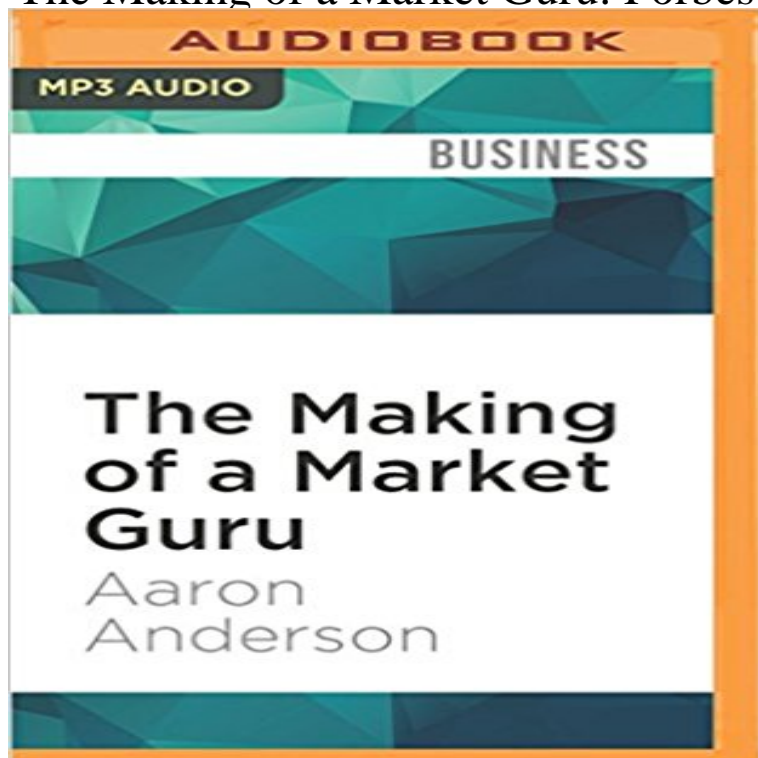


## The Making of a Market Guru: Forbes Presents 25 Years of Ken Fisher



Ken Fisher is founder and CEO of Fisher Investments, an independent money-management firm managing over \$35 billion (as of December 31, 2009) for individuals and institutions. And Fisher has written the monthly Portfolio Strategy column for Forbes magazine for the last 25 years?since 1984?making him, so far, the fourth longest-running columnist in the magazines history. During this time, hes seen everything from the stock market crash of 1987 and the great bull markets of the 1980s and 1990s to the Tech bubble of 2000 and the global market meltdown of 2008. Now, with *The Making of a Market Guru*, youll gain an insightful look at Fishers prolific career over the years and discover the high-profile market calls hes made so far in these monthly columns. At times engaging and timely, at others revealing and informative, this book is a sweeping look at a recent and eventful slice of stock-market history. Youll hear about whats changed, but youll be more amazed by what hasnt. And youll see investing wisdom that still applies, now and for the foreseeable future, from a quarter-century of Fishers concise and witty market wisdom. Preceding Fishers columns for each year is commentary putting them in historic context, pointing out areas that are still salient, and others where Fishers perspective has changed over the years, highlighting key points that deserve extra attention. Chapter by chapter, this book offers practical investment advice from a leading market voice, while: Looking at Fishers market analysis over the years and providing an industry insiders view of major, and not-so-major, market events Examining how Fisher called three of the last four bear markets Showing that what many commonly think impacts markets doesnt?and some very surprising things that do impact markets that few are aware of And much more The accompanying reference guide is included

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