

(Mobile book) Against the Herd: 6 Contrarian Investment Strategies You Should Follow

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Steve Cortes

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Steve Cortes : Against the Herd: 6 Contrarian Investment Strategies You Should Follow before purchasing it in order to gage whether or not it would be worth my time, and all praised Against the Herd: 6 Contrarian Investment Strategies You Should Follow:

14 of 14 people found the following review helpful. Good book, but not really a book about "strategy"By UserI bought this book sight-unseen because I very much enjoy Steve Cortes on Fastmoney, and I think the things he says are well

thought-out and intelligent. I got the book tonight, and gave it a very read. It was enjoyably written, with every few lines containing his clever 80's references which I very much enjoy. However, I think the book is mistitled, since the title mentions 6 "strategies". I wouldn't call his book a book on strategies, more like macro-economic theses. Although it is well-written, and I very much enjoyed reading it, I can't really trade off his information presented in the book. The 6 chapters essentially are: 1) China is going to crash; 2) Japan won't recover; 3) Gold is a bubble; 4) Housing won't recover; 5) Don't invest in stocks; 6) the US rocks. Faithful viewers will recognize all but #5 as his central themes that he talks about on Fastmoney. And although I agree with him completely in terms of the macroeconomic outlook, the information is useless in terms of actual trading. I believe he is correct on all counts, however, the one tenet that he doesn't mention (or maybe I missed it) is that "The markets can remain irrational for longer than you can remain solvent." I learned this the hard way when I went short the markets in 2009 because of all the fundamental problems that the US was facing, however, the markets didn't care, and I got burned. So the information that Steve Cortes presents is very interesting, but the one last piece of information that is needed is how to time the markets with the information presented in his book. Because of that, it left me feeling a bit disappointed, since he trades on Fastmoney seem excellent, I'd very much liked to have gotten insight into how he traded off those macroeconomic theses, and how to trade off of being a contrarian. 3 of 3 people found the following review helpful. Informative and Fun By HutchCortecute;'s main point in the book is that when most investors and pundits are focused on a trade, the real smart money questions that thesis, and can make large profits by playing the other side. He comes out strongly against investing in gold despite, or even because of, the large run it has had. He has similar feelings about Chinese stocks and the centrally controlled Chinese economy. His book includes dire warnings about Japan, and continued concerns about the United States housing recovery. Cortecute;s questions whether most individuals should even be invested in the stock market, considering equities' poor performance over the last decade. Despite those misgivings, he wraps the book up with a chapter promoting his strong belief in America. He also infuses the book with humor, primarily by using pop culture references to make a point. The examples may not always be appropriate (or even accurate) but they provide a light touch to what can be a dry subject. Expect to find Mark Twain, MC Hammer and Bill Belichick used to support one of Cortes' points. There are plenty of illustrative graphs and interesting historical anecdotes. You may not agree with all of the advice in the book, but Against the Herd is fun, informative and a fine read. 3 of 3 people found the following review helpful. Great Read By MJFCortes has written a very thought provoking book that I would highly recommend to anyone, yes ANYONE. Whether you are a trader, business professional or casual investor - there is something to be learned by all. While by no means do I agree with everything Cortes touches on, he presents his views in a rationale, fact-based approach that avoids much of the "group-think" mentality that is so prevalent in today's world. For financial professionals looking for investment ideas, Cortes provides you with plenty of ammo and leads you down the path to profit from his well thought out viewpoints. For business professionals, Cortes gives countless amounts of data, which at the very least, should make you re-examine current and future strategies. And for those individual investors, no matter do-it-yourself-er or have an advisor/planner, they should attempt to carve out a portion of their portfolio that thinks outside the box and looks to go "Against the Herd."

CNBC's Fast Money Commentator Steve Cortes shows how to buck the trend and become a well-informed investor. The public needs to think independently and not be duped, particularly because those who are selling their messages or promoting their ideas have a plethora of powerful media through which to do so. Against the Herd presents six contrarian views of major events that will shape the future. Steve Cortes of CNBC pulls no punches in explaining these trends. Many will find his views counterintuitive and even controversial. Some will find his forecasts alarming. But open-minded readers who are willing to heed his well-informed advice will find it illuminating, beneficial, and profitable. Steve Cortes presents six contrarian views of major events that will shape the future for investors including the fall of China and the end of the golden era of free trade. The contrarian stances are presented because they are actionable. Reveals how these events will affect global markets and specific investments, and how and when to take advantage of these key moves. Against the Herd shows you how to profit by bucking conventional wisdom and what to do to get ready when situations call for contrarian investing.

.com QA with Author Steve Cortes Author Steve Cortes How can an investor avoid the "herd mentality"? The Native Americans of the Old West used a brutal but effective method for hunting buffalo known as a "buffalo jump" wherein they would whip the animals into a frenzy and corral the galloping herd toward a cliff. The buffaloes would unwittingly follow the herd right off the cliff to their death. Well in 21st Century America, in many ways Wall St. is the pack of hunters and investors have become the buffaloes. Sadly too many investors have blindly followed the Street's conventional "wisdom" and plunged into a world of insane volatility and a lost decade of equity investing for which most investors are very ill suited. Moreover, social media is exacerbating this herd mentality, as Facebook and Twitter can form mass opinions with amazing rapidity, often to the detriment of the careful investor. How do the suggestions in your book differ from those of other investors out there? The foundational suggestion from Against the Herd is to maintain a healthy skepticism and stand willing to think critically. What is the motivation of those

dispensing advice? What is the self-interest of the "experts" and the financial media? If an investor is willing to truly think, and to believe and act in unpopular ways, then he can effectively protect and grow capital without the unsettling roller coaster that has marked financial markets in recent years. Whether or not the reader agrees or not with my counter-trend theses, I hope I can, at the least, inspire readers to cast an insightful, discerning eye on their world and financial markets. Why would someone want to invest against the herd? Because the herd is so often wrong! Not always, of course. In 1992, the Dream Team basketball squad was universally expected to reclaim basketball glory for the United States at the Barcelona Olympics, and indeed they did. The herd is not always wrong. But the herd is wrong often enough, and by a wide enough margin, that those willing to bet against hysteria can both protect capital and reap outsize rewards. In the last decade, investors who resisted the Tech bubble and eschewed too much Housing exposure, for example, have far outperformed the typical investor. Group-think is dangerous and should be scrutinized carefully. What do you suggest investors keep in mind regarding global markets? The number one longer term trend I think every investor should at least consider is the relative youth of America's dominance. My book is not all bad news. I do see serious dangers abounding, particularly in China. But long term I also see opportunity, and it is right here in America. As Wall St. almost exclusively points to Emerging Markets as the source of future growth, I instead see a mania there, reminiscent of the Tech bubble. And the flip side to that dangerous focus on Emerging Markets is an under-appreciation of the long term attributes that nearly assured America's dominance for the rest of this century - economically, politically, culturally, and militarily. Of all my contrarian beliefs, this long term confidence in the American model, largely because of our superior demographics, stands as my most important thesis. What one piece of advice would you give today's investor? I advise investors, except for the truly wealthy, to limit their exposure to equities, and to particularly limit their exposure to equities dependent on emerging markets. I believe most people should - and will - return to an investing climate more akin to that our grandparents' days, investing primarily in bonds. A blend of Treasuries, Corporates, and select Municipals should form the majority of a typical investor's holdings. More than anything, I encourage them to think. Think! is the one-word motto of one of America's most successful capitalists, Thomas Watson who built IBM, and it is still terrific advice. From the Inside Flap Human beings look for safety in numbers, but when it comes to investing, going with the flow isn't necessarily a good idea. In an age when the financial sector and the media can seemingly spin rumor into reality overnight, the savvy investor needs to know when to break from the pack, and *Against the Herd: 6 Contrarian Investment Strategies You Should Follow* is here to give you the strength and guidance to do so. Cautioning readers to develop and maintain a healthy skepticism towards conventional market wisdom, contrarian investing expert Steve Cortes presents six alternative opinions on major international investment events. These include challenging the belief that China will become the number one superpower; arguing that Japan's economy is in an unalterable downward spiral; argue that investing in gold doesn't provide stability; explaining why the housing market still has a long way to go before it hits rock bottom; illustrating why market volatility makes investing in equities dangerous; and making a compelling case that, despite the events of the last few years, America will remain the preeminent financial powerhouse on the planet. Pulling no punches, Cortes presents genuinely actionable alternatives to common market wisdom that you can use to maximize profit. Revealing how these contrarian forecasts—while sometimes counterintuitive, controversial, and even alarming—will have a profound effect on global markets and specific investments, the book provides invaluable information on how and when to cash in. Blindly following the trends defined by the financial world can be a recipe for disaster. With *Against the Herd* in hand, you have everything you need to swim against the tide and protect your portfolio for the future.

From the Back Cover "Against the Herd is to investment what *Freakonomics* was to economics—smart, savvy, counterintuitive insights that are fun to read. Steve Cortes shows why in today's global ugly contestant beauty pageant—where the least ugly wins—America could come out on top."—David M. Smick, author of the international bestseller *The World Is Curved: Hidden Dangers to the Global Economy* "I've had the honor of knowing Steve Cortes for years, having met him during his days as a trader in Chicago. He impressed me then with his broad, 'macro' view of the global economy, a view I have always shared. His inputs have made me a better analyst and, most importantly, a better trader and investor. I cannot recommend his new book, *Against the Herd*, strongly enough. If he's helped me, a thirty-five-year veteran of the markets, certainly, his thoughts will help you, the reader."—Dennis Gartman, *The Gartman Letter* and a 37 year veteran of the market "Knowing when to run pliantly with the herd, and when to stand firm against it, has always been for me a key element of a successful investment strategy. Steve's refreshing look at this topic provides six intriguing examples of where the global herd might be about to run off the cliff in a big, very expensive way. Whether you agree with him in all six cases or not, this book is a must-read for anyone looking to successfully navigate today's volatile capital markets."—Steve Auth, Chief Investment Officer, Equities, Federated Investors "Want to learn how to zig when everyone else zags? Read *Against the Herd* and become a better investor."—Gary Kaminsky, co-host CNBC's *The Strategy Session*, twitter.com/CNBCStrategy