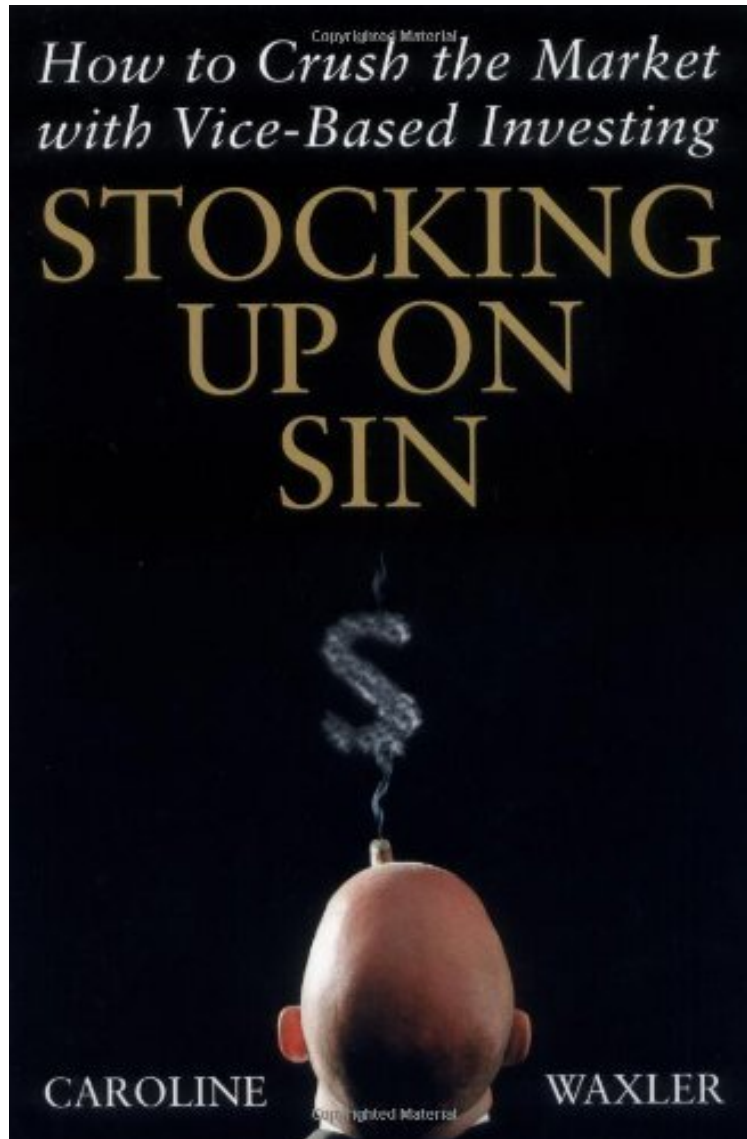


Stocking Up on Sin: How to Crush the Market with Vice-Based Investing

Caroline Waxler

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Caroline Waxler : Stocking Up on Sin: How to Crush the Market with Vice-Based Investing before purchasing it in order to gage whether or not it would be worth my time, and all praised Stocking Up on Sin: How to Crush the Market with Vice-Based Investing:

0 of 0 people found the following review helpful. Well organized and thorough, but lacking an attempt to explain why the perspective can dismiss ethical questions out of hand. By Mark LaPointe I am writing a book on the opposite view,

that of socially / morally responsible investing so I have to deal with her perspective. She addressed it well enough and I took lots of notes, hence the five star rating, here on . However, it is apparent that she (the perspective) has its origin in moral confusion. Philosophically, it would be called "moral relativism" but she doesn't pursue any manner of justification or defense. All she presents are her doubts, for example, rhetorically she asks, who is to judge what is right and wrong, and how? Well, this isn't the place to respond in detail, so I will merely summarize. Two independent sources of knowledge for these questions are natural law and divine revelation. Assuming she wouldn't submit to the latter, this leaves only the former. Natural law is the law of reason (not what we see in the natural world--a common confusion when trying to understand what is meant by the term). And the two cornerstones of this manner of reasoning are (a) Some things are good / harmful to human flourishing regardless of whether they are currently legal. (b) Not all things have the same prioritization as good / harmful. Had she understood these points she wouldn't have been able to write the book at all because the gaps in her thinking would have been apparent to her. As a secondary point of criticism, I suppose it was cute that she kept throwing in snide comments, but I would have preferred not to see them because they made her look unfocused. In an ethical debate such as this topic routinely invites, all these comments were just irrelevant, they pushed the reader off on tangents rather than allowing him or her to pay attention to the heart of the matter.

0 of 0 people found the following review helpful. Poorly written non-sense in the field of sin stock investing

By KVSaltI bought this book because I needed some more literature for a paper I am working on. I know this book is not written for academics, but that it so blatantly ignores opposing research makes it extremely one-sided. Waxler also cherry-picks her stories and seems to twist every argument to fit her narrative. The content of this book is remarkably weak and filled with anecdotal evidence that proves nothing. As for the actual measurement of the performance, the author appears to have completely ignored all statistics usually conducted to produce any meaningful research. I think Waxler says it best in her own words. "I am not a financial planner". That is not very hard to tell when reading, as this is one of the worst books I have read within the field of investing and asset pricing theory.

19 of 24 people found the following review helpful. Readable, informative, but far from 13 five stars from 13 reviews

By ServantofGodThis should be the 14th review. As you can infer from the review title, I didnt find the book impressive. So I had been very surprised to see that it had earned 13 full marks from 13 previous reviews. I checked that 12 of them were from anonymous or one-review-only readers. Well expected! Should set up something to undermine the manipulation by the authors, the publishers or their associates? As a serious customer highly influenced by reviews, or victimized in many similar cases like this one, I strongly support so.

Now let's go back to the review. Content wise, this book did provide good background info of Tobacco, Gambling, Weapons/Defense/War, Booze, Sex and Drugs Industries, and major listed companies within each for your consideration. However, the "Lessons" section in the end of each chapter failed to provide significantly insightful analysis nor high return/risk ratio recommendation in my humble opinion. In short, quite differentiated but definitely not one on the top 20 priority investment/trading book list.

A one-of-a-kind guide to investing in vice industries Although vices such as alcohol, tobacco, and gambling may be deemed socially irresponsible, in the investment world, these stocks continue to dramatically outperform the SP 500 in this depressed market. Stocking Up on Sin shows readers how to get in on this hot investment trend and make the most out of publicly traded companies that deal with "vice" products such as coffee, weapons, alcohol, and tobacco. Caroline Waxler (New York, NY) is a New York-based financial journalist. She contributes regularly to Worth and Glamour magazines as well as the Financial Times. She was also the ghostwriter for Worth's Greatest Stock Picks of All Time.

"Stocking Up on Sin is highly readable and informative. It is a strong candidate for the best business book of 2004."mdash;The Fort Worth Star Telegram, March 29, 2004 There's an old saying: the only way to win at gambling is to own a casino. Most of us can't afford one, but put your money in casino stocks instead of slot machines and you can enjoy some real winnings. Gambling and other "vice" stocksmdash;in companies that manufacture or market tobacco, alcohol, sex or weaponsmdash;have done well in recent years. That's the point of Waxler's book. As the author puts it: "Sin never goes out of style." Of course, making money on sinful stocks doesn't sit well with everyone. If you prefer politically correct funds, notes Waxler, "you're only reading this book for sermon fodder." But be warned: she may convert you. Her so-called SINDEX, composed of 69 vice stocks, climbed nearly 42 percent in five years. At the least, investing in sinful stocks might make you feel better about the money you lose on your next Vegas visit.mdash;MSNBC/Newsweek, April 19, 2004From the Inside FlapNo matter what reservations you might have about companies whose stock and trade is sinndash;gambling, tobacco, weapons, and the likendash;therersquo;s no denying it: "vice stocks" are hot. Historically, investments related to human weaknesses have been a safe betndash;no matter how the market is performing. Over the last five years, vice-based investments have outperformed the SP 500, earning a forty-two percent return, compared with a negative return for the SP. Welcome to Wall Street vice... In Stocking Up on Sin: How to Crush the Market with Vice-Based Investing, financial journalist Caroline Waxler reveals the unique potential of vice stocks for investors. With a down-to-earth tone, witty style, and an emphasis on doing your own research, she expertly profiles these common "sin-dustries": TOBACCO How the decline in U.S. litigation

impacts your investing strategy **GAMBLING** Why it continues to be one of the most stable industries in the world
WEAPONS/DEFENSE/WAR Why investing in the defense/weapons sector is an effective long-term strategy
ALCOHOL How the nation's zeal for health and fitness is reshaping the product lines of alcohol companies—and what this means for your portfolio
SEX How the combination of technology and titillation is expanding this practically recession-proof industry
DRUGS An insightful look at the booming market for treating sexual dysfunctions
Stocking Up on Sin also uncovers hidden stocks, or "vice in sheep's clothing," proffered by retailers like Victoria's Secret. Along the way, this just-in-time book shows you how to manage risk by looking at any vice stock through a historical context, as well as the prevailing political and legal climate. And, in addition to helpful appendices and a sample portfolio at the end, the chapters feature a wealth of case studies, lessons that offer savvy tips based on new market trends and legal issues, and "shopping bags" that list each industry's major players. Whether you already have vice stocks in your portfolio or you are a vice-investing "virgin," *Stocking Up on Sin* shows you just how much fun—and how profitable—this often-overlooked area of investing can be.

From the Back Cover
Praise for *Stocking Up On Sin* "Finally, in my old age, sex is paying off for me. Caroline Waxler's book gave me many ideas on how to choose as close to a sure thing as you can in the stock market. I never thought that I and my entire family would benefit from Viagra and colored condoms." —Joan Rivers
"Vice is nice when it comes to making big returns in the stock market. Caroline Waxler shows the investor the next great money machine. A riveting read and a revolutionary investment approach. Profit from it." —W. Randall Jones, founder *Worth* magazine
"An insightful and practical guide to the industries that many people would rather enjoy than invest in, this book will enable you to look at some of America's most favorite vices in a whole new way. Besides being a fun read, *Stocking Up on Sin* will teach you how some bad habits can end up helping you to make some money. Both the novice and the experienced investor can pick up many helpful and profitable tips from this book." —Chris Browne, Managing Director Tweedy, Browne Company LLC
"Gambling, sex, drugs. . . investing in sin stocks could have you living like a rock star. Waxler delivers valuable tips and solid first steps for every investor looking to profit from the 'dark side.' A good, easy-to-read guide to making money from all things bad." —The Motley Fool