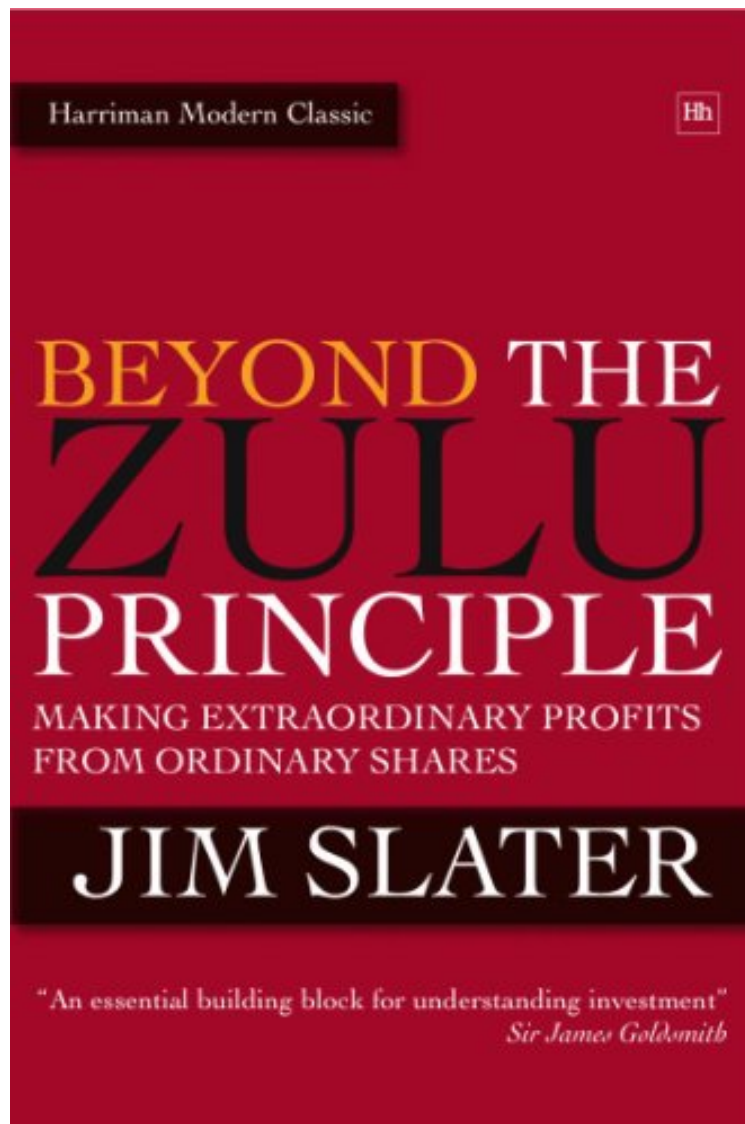


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Slater Jim

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If you've read "The Zulu Principle" you'll find most of this book familiar. In this '96 edition Jim fine tunes his stock investment strategy presented in his '92 book. It's not just a revised edition, but written from scratch, although it looks and reads very similarly. In a nutshell his preferred investments are medium sized companies which are going places, showing steady growth in earnings per share combined with good financials. Jim presents about a dozen key points to look for in selecting shares. Additional material in the '96 version include a newfound emphasis on "relative strength" and a section on "suggested reading". This book is easy to read, spiced with quotes, anecdotes, illustrations and examples. The ideas presented make a good deal of sense and are easy to understand.

A brand new edition of the classic bestseller
The goal of all investors is to make the maximum possible profit from their investments. 'Beyond The Zulu Principle' shows you how to do this by focusing on growth shares. Jim Slater believes he has discovered a major market anomaly that should enable both private and institutional investors to enjoy exceptional returns in the stockmarket. A number of important factors are crucial to successful investment. Jim Slater explains how to choose a company operating in the right sector with an advantage over its competitors. He also highlights the importance of directors' dealings, CEO changes, relative strength, cash flow accelerating earnings, and the capacity of some companies to clone their activities. Simple but enormously effective, the guidance offered here should help readers to make stockmarket profits well beyond the market averages.

About the Author
Jim Slater is a Chartered Accountant who for the ten years from 1964 to 1974 was Chairman of the legendary conglomerate, Slater Walker Securities. He is generally recognised as an authority on stock markets with an uncanny ability to identify undervalued companies and read market trends.