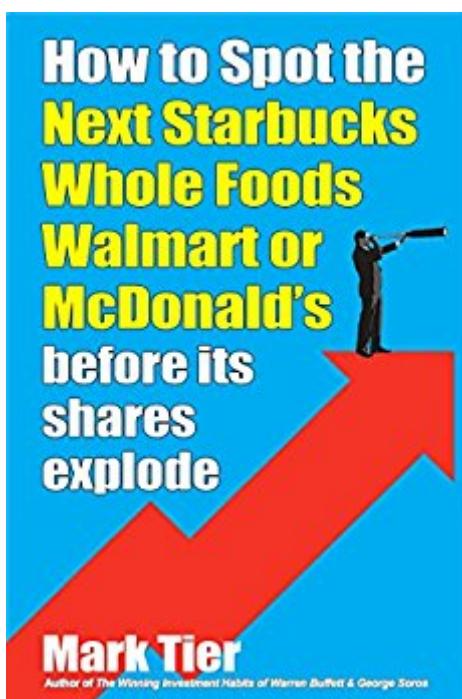


The book was found

How To Spot The Next Starbucks, Whole Foods, Walmart, Or McDonald's: Before Its Shares Explode



Synopsis

A low risk investment you can virtually buy and forget like Starbucks when it listed: \$1,000 invested then is now worth \$201,901.18â "a hard-to-believe return of 202 times your money.Yet . . . such profits are typical of hot growth companies.But how can you spot the next Starbucks, Whole Foods, Walmart, or McDonalds from the hundreds of turkeys that go public every year?And how can you avoid companies touted as the â œNext Starbucksâ • or the â œNext Googleâ • which crash and burn soon after they hit one of the big stock exchanges?Thereâ "TM's a science to the â œNext Big Thingâ • strategy, and Mark Tier understands it. He shows you that explosive brands like Starbucks, Whole Foods, McDonaldâ "TM's, and Walmart didnâ "TMt become successful by accident. Through in-depth and accessible case studies, Tier pulls back the curtain on the early Key Performance Indicators that each of these major companies showed even in their earliest stages. Grasp these foundations of success and you, too, will be able to spot the next Starbucks.Tier even shows how you, as an â œaverage-investor-in-the-street,â • can find such a hot growth stockâ "without leaving the comfort of your own home. Youâ "TMll also discoverâ "if^ Two ways you could spot the next Starbucks by â œjust walking aroundâ •if^ Three simple indicators you can use to cross the â œNext Turkeyâ • off your listâ "if^ Four completely different ways to profit from the next hot growth stockâ "or the last oneâ "if^ How to weed out the dross by â œreading between the linesâ • of a companyâ "TM's annual reportâ "even if the last thing you want to do is take Accounting 101! Whatâ "TM's more, identifying the â œingredientsâ • essential for a small business to become a big one becomes a â œrecipeâ • for starting a successful business of your own. So rather than investing in the next Starbucks, you could decide to create it yourself!

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Customer Reviews

Tier provided some very educated and professional advices on finding the up and coming company. His writings and statistics are easy to understand. But this is a book mainly for long term investor, not trader.

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