



Uncommon Sense: Investment Wisdom Since the Stock Market's Dawn

By Michael Kemp

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Uncommon Sense: Investment Wisdom Since the Stock Market's Dawn By Michael Kemp

Question everything – and become a better investor in the process

Uncommon Sense takes readers on a four-century journey; from the dawn of public share ownership (in 1602) right up to today. But this is not simply a history book. It's a book for serious investors. Along the way it reveals the fascinating stories, the market characters and the important financial developments that have sculpted the thinking behind the value investor's craft. Blended throughout the narrative Kemp delivers an array of interesting anecdotes and rock solid logic regarding what works when investing in the stock market, what doesn't, and why.

Early in the 20th Century, Charles Dow remarked of Wall Street Operators that 'the more they actually know, the less confident they become.' Continuing in the tradition of that simple, elegant statement, this enlightening and entertaining book will have you thinking, acting and succeeding on your own in your investment endeavours.

- Learn to question conventional wisdom at every turn and develop a healthy skepticism as you plan your own investment strategies
- Develop a rich understanding of the stock valuation process
- Discover the methods that have been used by successful investors from the dawn of the modern stock market (in 1602) right up to today
- Learn how to interact simply and successfully with markets that are vastly complex and largely inexplicable

Uncommon Sense will have you questioning and doubting much that's stated about stock market investing, then developing your own winning strategy based on reason and understanding.

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Bibliography

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Editorial Review

From the Back Cover

'Serious investors will find this book nearly impossible to put down.'

ROBERT P. MILES

author of *The Warren Buffett CEO* 'There are many outstanding Australian value investors. Michael Kemp is one of the best.'

ROBERT P. MILES, author of *The Warren Buffett CEO* 'This book will ensure that you'll never look at charting, market timing or stock valuation the same way again.'

SCOTT PAPE, author of *The Barefoot Investor* 'Michael Kemp is one of Australia's most talented and insightful investment authors.'

TONY FEATHERSTONE, former managing editor of *BRW* and *Shares* magazines

Demystify the complex world of investments and make your own investment calls.

Author Michael Kemp takes readers on a journey through four centuries of the stock market. He explores how the world's greatest investors have achieved their success and demonstrates a set of reasoned investment principles that will allow you to successfully interact with the market.

This must-have guide to savvy investing helps you discover how to:

- **interact** with the stock market in an informed way
- **challenge** the word of so-called investment experts
- **learn** from the great investors of the past
- **perform** your own stock valuations
- **develop** the knowledge and skill to make your own investment calls.

Uncommon Sense offers a logical approach to the complex investment marketplace and empowers investors to create their own investment strategies.

About the Author

MICHAEL KEMP has worked as a corporate financier in Australia and overseas. He is the author of *Creating Real Wealth*.

Users Review

From reader reviews:

Michelle Chase:

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Do you agree with its opinion or you have some other opinion?

Kimberly Wood:

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