



Beat the Crowd: How You Can Out-Invest the Herd by Thinking Differently (Fisher Investments Press)

Kenneth L. Fisher, Elisabeth Dellinger

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Train your brain to be a real contrarian and outsmart the crowd

Beat the Crowd is the *real* contrarian's guide to investing, with comprehensive explanations of how a true contrarian investor thinks and acts – and why it works more often than not. Bestselling author Ken Fisher breaks down the myths and cuts through the noise to present a clear, unvarnished view of timeless market realities, and the ways in which a contrarian approach to investing will outsmart the herd. In true Ken Fisher style, the book explains why the crowd often goes astray—and how you can stay on track.

Contrarians understand how headlines really affect the market and which noise and fads they should tune out. *Beat the Crowd* is a primer to the contrarian strategy, teaching readers simple tricks to think differently and get it right more often than not.

- Discover the limits of forecasting and how far ahead you should look
- Learn why political controversy matter less the louder it gets
- Resurrect long-forgotten, timeless tricks and truths in markets
- Find out how the contrarian approach makes you right more often than wrong

A successful investment strategy requires information, preparation, a little bit of brainpower, and a larger bit of luck. Pursuit of the mythical perfect strategy frequently lands folks in a cacophony of talking heads and twenty-four hour noise, but *Beat the Crowd* cuts through the mental clutter and collects the pristine pieces of actual value into a tactical approach based on going against the grain.

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Edward Avelar:

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Contessa Watkins:

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John Bergeron:

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