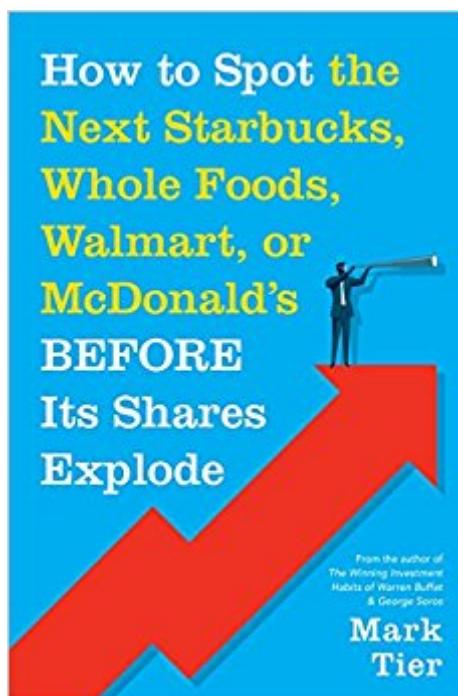


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# How To Spot The Next Starbucks, Whole Foods, Walmart, Or McDonald's BEFORE Its Shares Explode: A Low-Risk Investment You Can Pretty Much ... To Retire To Florida Or The South Of France



## Synopsis

Everyone knows the basic golden rule of investing: "Buy Low, Sell High" but how many of us ever really understand the stock market, how to recognize the "next big thing," and how to capitalize off of it once you do? ...the truth is not many or we'd all be millionaires. It seems like early investors in big companies like Facebook and Google had to have won the lottery of investing and just gotten really lucky, but there's more to it than that. There's a science to the "Next Big Thing" strategy, and Mark Tier understands it. In *How to Spot the Next Starbucks, Whole Foods, Walmart, or McDonald's BEFORE Its Shares Explode*, Tier shows readers that explosive brands like Starbucks, Whole Foods, McDonald's, and Walmart didn't become successful on 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 at their earliest stages. Once you learn how to recognize these makings of success, you too will be able to spot the next Starbucks.

## Book Information

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## Customer Reviews

"Mark Tier is a master of relating the numbers of successful investing with the personalities needed to execute. His writing is exceptionally clear and as much fun to read as anything since the Jerry Goodman books of last generation, and Goodman, alias Adam Smith, did not lay out a recipe for investment success. That Mr. Tier lives off this recipe is a powerful statement. Be prepared to dog ear pages of this singular book, which is equally at home on your night table and your investment library." Stephen Leeb, Chairman Leeb GroupPraise for *The Winning Investment Habits of*

Warren Buffett and George Soros: "Tier's approach is especially valuable because Soros's and Buffett's methods are so often different- yet, as Tier shows, amazingly similar. Great book" — something I rarely say about this genre. "Great read" — I recommend it! "Tier has written an excellent book. His chapter on exit strategies alone...is worth the price of the book." — Dr. Mark Skousen, editor, *Forecasts & Strategies*

Mark Tier is an Australian writer and businessman who has lived and worked in Hong Kong since 1977. He adopted the wealth-building secrets in *The Winning Investment Habits of Warren Buffett & George Soros*, sold his business interests, and now lives solely from returns on his investments.

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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