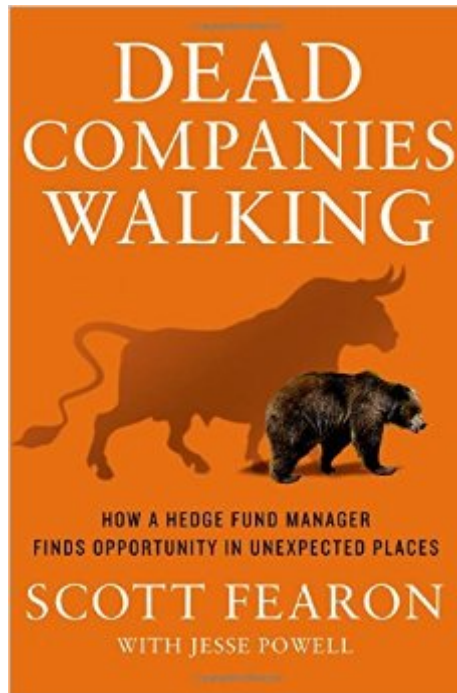


The book was found

Dead Companies Walking: How A Hedge Fund Manager Finds Opportunity In Unexpected Places



Synopsis

Unlike most investors, who live in fear of failure, Scott Fearon actively seeks it out. He has earned millions of dollars for his hedge fund over the last thirty years shorting the stocks of businesses he believed were on their way to bankruptcy. In *Dead Companies Walking*, Fearon describes his methods for spotting these doomed businesses, and how they can be extremely profitable investments. In his experience, corporate managers routinely commit six common mistakes that can derail even the most promising companies: they learn from only the recent past; they rely too heavily on a formula for success; they misunderstand their target customers; they fall victim to the magical storytelling of a mania; they fail to adapt to tectonic shifts in their industry; and they are physically or emotionally removed from their companies' operations. Fearon has interviewed thousands of executives across America, many of whom, unknowingly, were headed toward bankruptcy — from the Texas oil barons of the 80s to the tech wunderkinds of the late 90s to the flush real estate developers of the mid-2000s. Here, he explores recent examples like JC Penney, Herbalife and Blockbuster Entertainment to help investors better predict the next booms and busts — and come out on top.

Book Information

Hardcover: 256 pages

Publisher: St. Martin's Press (January 6, 2015)

Language: English

ISBN-10: 1137279648

ISBN-13: 978-1137279644

Product Dimensions: 6.3 x 0.9 x 9.5 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars — See all reviews (60 customer reviews)

Best Sellers Rank: #102,506 in Books (See Top 100 in Books) #84 in Books > Business & Money > Investing > Analysis & Strategy #176 in Books > Business & Money > Investing > Stocks #1583 in Books > Business & Money > Management & Leadership > Management

Customer Reviews

This book (which the author is donating all profits going to charity) reads like a pleasant and nostalgic look back on about three decades of being in the investment game as a smaller hedge fund manager and conducting in excess of 1,400 office and business visits over those years. It's clear that Fearon's niche is exposing inefficient markets and pricing in smaller cap companies that

fail to evolve in an ever changing world. His mission is to seek out these companies which usually have falling revenues, growing debt loads that eventually result in bankruptcy and a zeroed out share price. The subtitle is spot on, "How a hedge fund manager finds opportunity in unexpected places." That place is everywhere but inside his office being Excel crazy. It is quite clear that Fearon does old fashioned analysis. He could learn more in a few minutes talking to management, visiting their business locations and watching how the world is changing around them than he could doing hours of number crunching. In an investment world that appears to have shifted towards quants, computers, high-speed trading, instant gratification and chasing returns in shorter time horizons, Fearon shows us that there is still a level playing field for any of those who are willing to actually do old fashioned analysis along with independent thinking. REFRESHING INSIGHT! There are two sub themes that stand out to the careful reader. The first is that failure is one business trend that never goes out of style (and we should actually celebrate failure as part of a capitalistic and efficient economy). The second is that it's okay to be wrong. It's just not okay to stay wrong.

[Download to continue reading...](#)

Dead Companies Walking: How A Hedge Fund Manager Finds Opportunity in Unexpected Places
Hedge Hogs: The Cowboy Traders Behind Wall Street's Largest Hedge Fund Disaster
Confidence Game: How Hedge Fund Manager Bill Ackman Called Wall Street's Bluff
Confidence Game: How Hedge Fund Manager Bill Ackman Called Wall Street's Bluff (Bloomberg)
The Walking Dead Book 11 (Walking Dead (12 Stories))
The Walking Dead Volume 23: Whispers Into Screams (Walking Dead Tp)
The Walking Dead Book 12 (Walking Dead (12 Stories))
The Walking Dead Volume 24: Life and Death (Walking Dead Tp)
FREEDOM OF OPPORTUNITY NOT EQUALITY OF OPPORTUNITY
The Complete Brambly Hedge (Brambly Hedge)
Hedge Your Investment Portfolio: How to Hedge Your Investment Portfolio with Diversification, Options, and Futures
Inside the House of Money: Top Hedge Fund Traders on Profiting in the Global Markets
Hedge Fund Risk Fundamentals: Solving the Risk Management and Transparency Challenge
Trade Like a Hedge Fund: 20 Successful Uncorrelated Strategies and Techniques to Winning Profits
The Invisible Hands: Top Hedge Fund Traders on Bubbles, Crashes, and Real Money
The Option Trader's Hedge Fund: A Business Framework for Trading Equity and Index Options
Hedge Fund Market Wizards
The Billionaire's Apprentice: The Rise of The Indian-American Elite and The Fall of The Galleon
Hedge Fund Acing the Interview: Everything You Need to Know to Get an Investment Banking, Hedge Fund or Private Equity Job
PASSIVE INCOME :MUTUAL FUND (Book #3): Make Your Money Work for you by Mutual Fund (passive income in 90 days, passive income top 7 ways to make \$500-\$10k a month in 70 days) (MONEY IS POWER)

