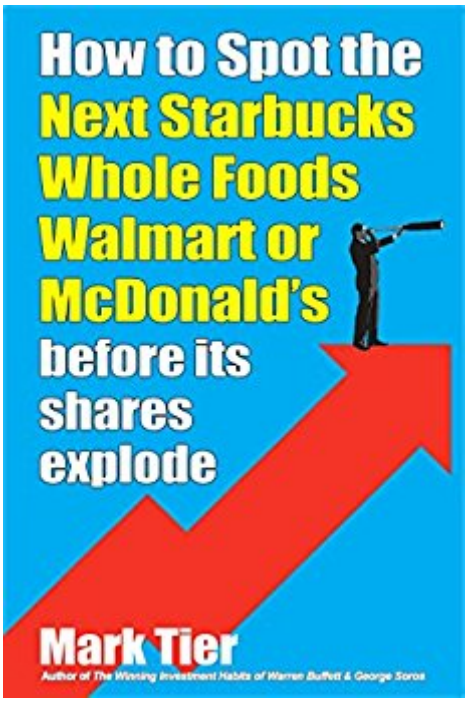
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How To Spot The Next Starbucks, Whole Foods, Walmart, Or McDonald's: Before Its Shares Explode



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Synopsis

A low risk investment you can virtually buy and forget like Starbucks when it listed: $1,000 invested then is now worth $201,901.18Ã¢â ¬â •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 Ã¢â ¬Å“Next StarbucksÃ¢â ¬Â• or the Ã¢â ¬Å“Next GoogleÃ¢â ¬Â• which crash and burn soon after they hit one of the big stock exchanges?ThereÃ¢â ¬â„¢s a science to the Ã¢â ¬Å“Next Big ThingÃ¢â ¬Â• strategy, and Mark Tier understands it. He shows you that explosive brands like Starbucks, Whole Foods, McDonaldÃ¢â ¬â„¢s, and Walmart didnÃ¢â ¬â„¢t 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 Ã¢â ¬Å“average-investor-in-the-street,Ã¢â ¬Â• can find such a hot growth stockÃ¢â ¬â •without leaving the comfort of your own home. YouÃ¢â ¬â„¢ll also discoverÃ¢â ¬â •Ã Æ'Ëœ Two ways you could spot the next Starbucks by Ã¢â ¬Å“just walking aroundÃ¢â ¬Â•Ã Æ'Ëœ Three simple indicators you can use to cross the Ã¢â ¬Å“Next TurkeyÃ¢â ¬Â• off your listÃ Æ'Ëœ Four completely different ways to profit from the next hot growth stockÃ¢â ¬â •or the last oneÃ Æ'Ëœ How to weed out the dross by Ã¢â ¬Å“reading between the linesÃ¢â ¬Â• of a companyÃ¢â ¬â„¢s annual reportÃ¢â ¬â •even if the last thing you want to do is take Accounting 101! WhatÃ¢â ¬â„¢s more, identifying the Ã¢â ¬Å“ingredientsÃ¢â ¬Â• essential for a small business to become a big one becomes a Ã¢â ¬Å“recipeÃ¢â ¬Â• for starting a successful business of your own. So rather than investing in the next Starbucks, you could decide to create it yourself!

Book Information

File Size: 3272 KB

Print Length: 320 pages

Publisher: Inverse Books (August 8, 2017)

Publication Date: August 8, 2017

Sold by:Ã Â Digital Services LLC

Language: English

ASIN: B072BQ8X5X

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #291,562 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #107 inÃ Â Books > Cookbooks, Food & Wine > Special Diet > Whole Foods #217 inÃ Â Kindle Store > Kindle eBooks > Business & Money > Investing > Stocks #556 inÃ Â Books > Business & Money > Investing > Stocks

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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