



Investing the Templeton Way: The Market-Beating Strategies of Value Investing's Legendary Bargain Hunter

Lauren Templeton, Scott Phillips

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“To buy when others are despondently selling and to sell when others are avidly buying requires the greatest fortitude and pays the greatest ultimate rewards.”-Sir John Templeton

Called the “greatest stock picker of the century” by *Money* magazine, legendary fund manager Sir John Templeton is revered as one of the world's premiere value investors, widely known for pioneering global investing and out-performing the stock market over a five-decade span. *Investing the Templeton Way* provides a never-before-seen glimpse into Sir John's timeless principles and methods.

Beginning with a review of the methods behind Sir John's proven investment selection process, *Investing the Templeton Way* provides historical examples of his most successful trades and explains how today's investors can apply Sir John's winning approaches to their own portfolios. Detailing his most well-known principle investing at the point of maximum pessimism- this book outlines the techniques Sir John has used throughout his career to identify such points and capitalize on them.

Among the lessons to be learned:

- Discover how to keep a cool head when other investors overreact to bad news
- Become a bargain stock hunter like Sir John-buy the stocks emotional sellers wish to unload and sell them what they are desperate to buy
- Search worldwide to expand your bargain inventory
- Protect your portfolio from yourself through diversification
- Rely on quantitative versus qualitative reasoning when it comes to selecting stocks
- Adopt a virtuous investment strategy that will endure in all market conditions

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