

Ken Fisher's Recommended Reading List

Communications Books

- Dale Carnegie, *How to Win Friends and Influence People* (Simon & Schuster, 1936; revised edition 1981)
- Napoleon Hill, *Think and Grow Rich* (Fawcett Crest, 1960)
- John Templeton, *The Humble Approach* (Templeton Foundation Press, revised 1995 edition) - read only the first 44 pages and introduction.
- Robert Ringer, *Winning Through Intimidation* (Fawcett Crest, 1974)
- Thomas A. Harris, *I'm OK, You're OK* (Avon, 1973)
- George Lorimer, *Letters From a Self-Made Merchant to His Son* (Small, 1903)

Economics Books

- Darrell Huff, *How to Lie With Statistics* (W.W. Norton, 1954)
- "Budget of the United States Government" (Annual publication, full text available online from 1996 onwards)
- Robert Lekachman, *A History of Economic Ideas* (McGraw-Hill, 1976)
- Edward Dewey and Og Mandino, *Cycles: The Mysterious Forces That Trigger Events* (Hawthorn, 1971)
- Jude Wanniski, *The Way the World Works* (Simon & Schuster, 1983)
- Michael Lehman, *The Dow Jones-Irwin Guide to Using the Wall Street Journal* (Dow Jones Irwin, 1987)
- US Department of Commerce, *Historical Statistics of the United States: Colonial Times to 1957*
- Wesley C. Mitchell, *Business Cycles: The Problem and Its Setting* (National Bureau of Economic Research, 1927)
- Milton Friedman and Anna Schwartz, *The Monetary History of the United States 1867-1960* (National Bureau of Economic Research, Princeton University Press, 1963)
- Milton Friedman and Ann Schwartz, *Monetary Trends in the United States and the United Kingdom: Their Relation to Income, Prices, and Interest Rates, 1867-1975* (National Bureau of Economic Research, University of Chicago Press, 1982)
- Philip Fisher, *Common Stocks and Uncommon Profits* (Harper & Row, 1958)
- Benjamin Graham, *The Intelligent Investor* (Harper & Row, 1949)
- Benjamin Graham and David Dodd, *Security Analysis* (McGraw-Hill, 1934)
- David Dreman, *The Contrarian Investment Strategy* (Random House, 1980)
- Irving Fisher (no relation), *The Stock Market Crash and After* (MacMillan, 1930)
- Frank Reilly, *Investment Analysis and Portfolio Management* (Dryden Press, 1985)
- Edward Renshaw, *The Practical Forecasters' Almanac* (Business One Irwin, 1992)
- Jeremy Siegel, *Stocks for the Long Run* (Irwin Professional, 1994)
- James O'Shaughnessy, *Invest Like the Best* (McGraw-Hill, 1994)

Investing in securities involves a risk of loss. Past performance is never a guarantee of future returns. Investing in foreign stock markets involves additional risks, such as the risk of currency fluctuations. The foregoing constitutes the general views of Fisher Investments and should not be regarded as personalized investment advice or a reflection of the performance of Fisher Investments or its clients. Nothing herein is intended to be a recommendation or a forecast of market conditions. Rather it is intended to illustrate a point. Current and future markets may differ significantly from those illustrated here. Not all past forecasts were, nor future forecasts may be, as accurate as those predicted herein.

Ken Fisher's Recommended Reading List (Continued)

Market History and Research Books

- Ken Fisher, *Debunkery: Learn It, Do It, and Profit From It* (John Wiley & Sons, 2010)
- Ken Fisher, *How to Smell a Rat: The Five Signs of Financial Fraud* (John Wiley & Sons, 2009)
- Ken Fisher, *The Ten Roads to Riches* (John Wiley & Sons, 2008)
- Ken Fisher, *The Only Three Questions That Count* (John Wiley & Sons, 2006)
- Ken Fisher, *100 Minds That Made the Market* (Re-released by John Wiley & Sons, 2007)
- Ken Fisher, *The Wall Street Waltz* (Re-released by John Wiley & Sons, 2007)
- Ken Fisher, *Super Stocks* (Business Classics, 1984; first published by Dow-Jones Irwin, 1984)
- John Train, *The Money Masters* (Random House, 1980)
- Noyal Little, *How to Lose \$100 Million and Other Valuable Advice* (Little, Brown & Co., 1979)
- Roger Babson, any of the Business Barometer books from 1950 to 1930
- Leonard Levinson, *Wall Street: A Pictorial History* (Ziff-Davis Publishing, 1961)
- Georges Oudard, *The Amazing Life of John Law: The Man Behind the Mississippi Bubble* (Payson & Clarke, 1928)
- Frederic Morton, *The Rothschilds* (Atheneum Publishers, 1962)
- Frederick Klein and John Prestbo, *News and the Market* (Henry Regnery Company, 1974)
- Robert Sobel, *Dangerous Dreamers: The Financial Innovators From Charles Merrill to Michael Milken* (John Wiley & Sons, 1993)
- Robert Sobel, *Panic on Wall Street: A History of America's Financial Districts* (MacMillan, 1968)
- Robert Sobel, *The Big Board: A History of the New York Stock Market* (The Free Press, 1965)
- Robert Sobel, *Amex: A History of the American Stock Exchange 1921-1971* (Weybright & Talley, 1972)
- Robert Sobel, *The Money Manias: The Eras of Great Speculation in America, 1770-1970* (Weybright & Talley, 1973)
- Robert Sobel, *Inside Wall Street* (W. W. Norton, 1977)
- Aaron Anderson, *Own the World: How Smart Investors Create Global Portfolios* (John Wiley & Sons, 2009)
- Austin Fraser, *Fisher Investments on Emerging Markets* (John Wiley & Sons, 2009)
- Andrew Teufel and Brendan Erne, *Fisher Investments on Technology* (John Wiley & Sons, 2010)
- Andrew Teufel and Matt Schrader, *Fisher Investments on Industrials* (John Wiley & Sons, 2009)
- Andrew Teufel and Michael Cannivet, *Fisher Investments on Consumer Staples* (John Wiley & Sons, 2009)
- Andrew Teufel and Aaron Azelton, *Fisher Investments on Energy* (John Wiley & Sons, 2009)
- Andrew Teufel and Brad Pyles, *Fisher Investments on Materials* (John Wiley & Sons, 2009)
- Andrew Teufel and Erik Renaud, *Fisher Investments on Consumer Discretionary* (John Wiley & Sons, 2010)

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Ken Fisher's Recommended Reading List (Continued)

Behavioral Finance Books

- Charles MacKay, *Extraordinary Popular Delusions and the Madness of Crowds* (1841)
- Edwin Lefevre, *Reminiscences of a Stock Operator* (Doran & Co., 1923)
- Bennett Goodspeed, *The Tao Jones Averages* (Dutton & Co., 1983)
- Martin Pring, *Investment Psychology Explained* (John Wiley & Sons, 1993)
- Michael J. Hanson, *20/20 Money: See the Markets Clearly and Invest Better Than the Pros* (John Wiley & Sons, 2009)

Biographies

- Any biographies of: Bernard Baruch, JP Morgan, Jesse Livermore, JJ Hill, or Jay Gould
- History of *The Wall Street Journal*
- William Proctor, *The Templeton Touch* (Doubleday, 1983)

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