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Battle for Investment Survival

Gerald M. Loeb



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"Loeb tells us to put all our eggs in one basket, and watch the basket." —John RothchildFinancial Columnist, Time magazine

"This book is very special in my life. It is the very first Wall Street book I ever read. After reading 1,200 additional finance books, The Battle for Investment Survival's principles and concepts are still valid for consistent success."

-Victor Sperandeo Author of Trader Vic on Commodities

In The Battle for Investment Survival, the turf is Wall Street, the goal is to preserve your capital at all costs, and to win is to "make a killing without being killed." This memorable classic, originally written in 1935, offers a fresh perspective on investing from times past. The Battle for Investment Survival treats investors to a straightforward account of how to profit—and how to avoid profit loss—in what Loeb would describe as the constant tug-of-war between rising and falling markets.

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