



Ahead of the Curve: A Commonsense Guide to Forecasting Business and Market Cycles (Chinese Edition)

Ai Li Si

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Today's managers and investors are bombarded with so many conflicting economic reports and data that it seems impossible to know which way the market will turn until it's too late. Now, a thirty-five year Wall Street veteran enables managers and investors to stop relying on conventional economic forecasts (which are usually wrong), and confidently analyses how the market will impact their industry, business, or stocks. The author unveils his proven forecasting model--based on just a few key economic indicators--for identifying major directional changes in the economy and adjusting business and investing strategies accordingly. A simpler and more pragmatic approach to forecasting: user-friendly approach draws from empirical observation and first-hand practice rather than abstract economic theories Great timing: will appeal to the many business people and investors who got burned in the dotcom bust because they didn't see the downturn coming Proven model developed by a Wall Street sage: Ellis is widely respected as a sage when it comes to analyzing economic trends based on over three decades as a successful Wall Street analyst Novel, counterintuitive, accessible: goes against the grain of common wisdom about what really drives the economy and makes practical tools available to a wide audience of practitioners for the first time Appendix B in the book specifically relates the methodology in the main section of the book to possible application in the UK, Canada, Germany, France, and Japan.

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