



# The Only Three Questions That Count: Investing by Knowing What Others Don't

By Ken Fisher

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*The Only Three Questions That Count* is the first book to show you how to think about investing for yourself and develop innovative ways to understand and profit from the markets. The only way to consistently beat the markets is by knowing something others don't know. This book will show you how to do just that by using three simple questions. You'll see why CNBC's Mad Money host and money manager James J. Cramer says, "I believe that reading his book may be the single best thing you could do this year to make yourself a better investor."

In *The Only Three Questions That Count*, Ken Fisher challenges the conventional wisdoms of investing, overturns glib theories with hard facts, and blows up complacent beliefs about money and the markets. Ultimately, he says, the key to successful investing is daring to challenge yourself and whatever you believe to be true. Packed with more than 100 visuals, usable tools, and a glossary, *The Only Three Questions That Count* is an entertaining and educational experience in the markets unlike any other, giving you an opportunity to reap the huge rewards that only the markets can offer.

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## The Only Three Questions That Count: Investing by Knowing What Others Don't By Ken Fisher Bibliography

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### Editorial Review

#### Review

"This book is quite simply the single best tome on investing that I have read in years." (Norm Conley, *TheStreet.com*, January 15, 2007)

"Here's [an investment book] you're going to want to read. And when you're done, you're going to want to read it again." (Don Luskin, *SmartMoney.com*, October 27, 2006)

"In an increasingly unquestioning world, Mr. Fisher has a refreshingly contrarian take on pretty much every subject you care to mention." (Steve Johnson, *Financial Times*, January 15, 2007)

"[Ken Fisher's] new book, an illuminating and enjoyable read, is a tutorial on how to beat the market by thinking like a scientist: with an open, inquisitive mind." (Andrew Pitts, *Money Observer*, January 22, 2007)"

"...a refreshingly contrarian take on pretty much every subject..." (The Financial Times, January 2007)

"an illuminating and enjoyable read." (Money Observer, January 2007)

"...aims to show the investors the way things really...a process that involves a keen examination of the actuality, coupled with a good dose of common sense." (*Wealth Management*, 1st August 2007)

#### From the Inside Flap

Ken Fisher questions authority. He challenges the conventional wisdom of investing, overturns glib theories with hard facts, and blows up complacent beliefs about money and markets. But the authority he challenges most of all is his own—because challenging yourself, Fisher says, is the key to successful investing.

In today's competitive market environment, the best way to achieve investment success is by knowing something that others don't. But many of us, amateurs and professionals alike, believe we don't or can't know what others don't—so we continue to make market bets based on "conventional wisdom."

In *The Only Three Questions That Count*, Fisher debunks the conventional market myths that many of our investment decisions are based upon, and reveals a precise methodology that will allow you to know what others don't. The methodology—which has helped Fisher achieve success throughout his long financial career—is as easy as asking three simple questions. The first question will help you see things the way they really are. The second question will help you see things that other investors often miss. Finally, the third question will help you understand your relationship with today's markets.

The questions detailed throughout the book aren't what you might expect; they don't have to do with the market's P/E ratio or interest rate forecasts. Rather, they focus on helping you make better investment decisions by identifying what you can know—unique to you—that others do not.

In the first three chapters of this groundbreaking guide, Fisher takes you through each question in detail. And

from there, through numerous illustrative examples, he shows you how to put them to work in various ways. You'll learn how to use the questions to think about the overall market, different parts of the market, and even individual stocks. You'll also become familiar with how to apply them to interest rates, currencies, and many other investment areas. Fisher leaves no stone unturned as he explains how each of these three questions can help consistently improve your investment performance.

Filled with in-depth insights, expert advice, and engaging anecdotes, *The Only Three Questions That Count* provides you with a dynamic strategy and set of tools that will give you a distinct edge over other investors.

From the Back Cover

### **Praise for *THE ONLY THREE QUESTIONS THAT COUNT***

"I believe that reading this book may be the single best thing you could do this year to make yourself a better investor."

—From the Foreword by James J. Cramer

"The Only Three Questions That Count is a great resource for investors. Ken pushes his readers to go against the grain and not accept conventional investing thinking. His questions are food for thought for anyone craving a fresh take on investing."

—Gregory E. Johnson, President and Chief Executive Officer Franklin Resources, Inc.

"Money manager maestro Ken Fisher has been profitably enlightening our readers with his columns for more than twenty years. Investors will find this brilliant book an eye-opening, capital-gains producing experience."

—Steve Forbes, CEO of Forbes, Inc. and Editor in Chief of *Forbes*

"A provocative book for aggressive investors—from one of the investment world's most original thinkers."

—Charles R. Schwab, founder, Chairman, and CEO The Charles Schwab Corporation

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### **From reader reviews:**

#### **Joseph Navarro:**

Do you among people who can't read pleasant if the sentence chained within the straightway, hold on guys this particular aren't like that. This *The Only Three Questions That Count: Investing by Knowing What Others Don't* book is readable simply by you who hate the straight word style. You will find the details here are arrange for enjoyable studying experience without leaving possibly decrease the knowledge that want to provide to you. The writer connected with *The Only Three Questions That Count: Investing by Knowing What Others Don't* content conveys prospect easily to understand by lots of people. The printed and e-book are not different in the content material but it just different available as it. So , do you continue to thinking *The Only Three Questions That Count: Investing by Knowing What Others Don't* is not loveable to be your top collection reading book?

#### **Frank Anderson:**

A lot of people always spent their very own free time to vacation or perhaps go to the outside with them household or their friend. Did you know? Many a lot of people spent these people free time just watching

TV, or playing video games all day long. If you need to try to find a new activity here is look different you can read a new book. It is really fun for you personally. If you enjoy the book that you just read you can spent 24 hours a day to reading a e-book. The book The Only Three Questions That Count: Investing by Knowing What Others Don't it is extremely good to read. There are a lot of people who recommended this book. We were holding enjoying reading this book. When you did not have enough space bringing this book you can buy often the e-book. You can m0ore easily to read this book through your smart phone. The price is not too costly but this book offers high quality.

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### **Steven Miller:**

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