



Cocktail Investing: Distilling Everyday Noise into Clear Investment Signals for Better Returns

Christopher J. Versace, Lenore Elle Hawkins

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The automatic filter against bad, irrelevant, outdated investing information

Cocktail Investing takes a look at investing in a different, catalyst-driven light to form a more cohesive, globally relevant investing lens. With a focus on the intersection of economics, demographics, psychographics, technology, policy, and more, this book helps readers build a more profitable portfolio based on what they see everyday rather than following the herd on Wall Street. Industry experts expose the actionable, observable, and recognizable trends that surround us daily, and show readers how to recognize these trends for themselves and translate them into wiser investing decisions without getting sidetracked by media clutter and bad advice.

Given today's ever-increasing deluge of information, the average investor faces the challenge of sorting through the babble to decipher what it means, and learn how, where, and why they should be investing given the current economic environment and the uncertain future. This book provides an 'off' switch, helping readers apply an automatic mental filter to the incoming cacophony, to filter out only what they can use for smarter money moves.

- Read the economy like a professional investor
- Filter out useless and misleading data
- Recognize 'go' signals, and identify the beneficiaries
- Identify cyclical and structural changes that have reshaped business models

The economic climate has changed drastically, and traditional practices are no longer getting results. Modern investing requires a whole new approach, and *Cocktail Investing* is the clear, insightful guide for putting it into action.

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