



The Sleuth Investor: Uncover the Best Stocks Before They make Their Move

By Avner Mandelman

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The Sleuth Investor: Uncover the Best Stocks Before They make Their Move

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To make real money in the stock market you have to act like a sleuth.

It's not enough to rely on SEC files, annual reports, and press releases. To uncover the most lucrative investments, you must dig beneath the printed surface of public information and sleuth for physical evidence. This is the only way to reveal the actual truth about a company's real value-and its future.

Investing expert Avner Mandelman honed this highly effective, money-sleuthing approach at his investment firm, Giraffe Capital Corporation. Now, in *The Sleuth Investor*, he shares his proven intelligence-gathering methods for obtaining exclusive information even before industry insiders do-and using it to gain a decisive edge in buying and selling stock.

Through step-by-step guidance and illustrative examples, Mandelman demonstrates how you can track the four physical elements of a company: **People** (employees, customers, suppliers), **Product** (inventory, the product's physical movement, competing products), **Plant** (production facilities, offices), and **Periphery** (physical surroundings, community, the economic eco-chain). Obtaining physical clues gives you the ability to anticipate key company developments, such as imminent high growth, a coming disaster you can short profitably, and new product launches.

Using Mandelman's strategies and techniques, you'll learn how to:

- Follow the physical movement of a product, either directly or indirectly, and connect it to financial results
- Obtain exclusive information from low-level employees to make nearly sure bets
- Collect information from a company's clients and suppliers-and use it to make lucrative investments
- Integrate legal precautions into your sleuthing

The amount of “foolish” money available to be taken by money sleuthing is

enormous. Become a sleuth yourself by following the methods in The Sleuth Investor and you'll be making more money than ever before-perhaps even a fortune.

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Editorial Review

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Mandleman is founder and CEO of Giraffe Capital Corp., one of Canada's most successful private investment firms. He says that knowledge of the human element inside a company is more important and harder to come by than all the investment data to which the public has access. Uncovering the real story behind a company is more challenging than staring at a computer screen all day, however. "Sleuth investing" requires a knack for schmoozing with receptionists, VPs, managers, and customers of the companies in which you own stocks. This is the same kind of fieldwork that Peter Lynch and Jim Cramer used to great advantage managing mutual funds and hedge funds, respectively. Unfortunately, most individual investors and even most professional money managers don't have the time or inclination to do the kind of legwork required to get the goods on what is really happening inside a company. To this end, you can gain a clear advantage by using the techniques Mandleman describes. If you're serious about knowing exactly where your hard-earned money is going, this is probably the one area where you can gain a true advantage in the stock market. *David Siegfried*

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From the Back Cover

Dial M for Money-

With inside information you can only get by Sleuth Investing!

Public information and analysis are worthless for making fortune in the stock market. The real money lies in obtaining exclusive physical information about a company. Now, for the first time, you'll discover what only the savviest investors know.

In *The Sleuth Investor*, renowned investing expert Avner Mandelman gives you step-by-step guidance on money sleuthing. Packed with proven tools and techniques for detecting investment clues and separating the good stocks from the bad, this prescriptive guide explains how to dig into a company's inner workings and spot the signals of critical events before they happen.

- Uncover important truths about a company that all insiders know-but no one else dares speak of
- Find out in advance if a company is about to report high growth
- Identify stock disasters that can be shorted
- Anticipate mergers and acquisitions right before they occur
- Focus on the very few sure stocks and ignore all others

About the Author

Avner Mandelman is founder and CEO of Giraffe Capital Corporation, one of Canada's most successful private investment firms. A recognized investing expert and television stock commentator, Mandelman spends much of his time sleuthing companies throughout North America. He writes a biweekly column for the *Globe & Mail* and his articles have appeared in *Barron's*. Mandelman is also the author of the prize-winning story collection, *Talking to the Enemy*.

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