



# ValuFocus Investing: A Cash-Loving Contrarian Way to Invest in Stocks

*Rawley Thomas, William Mahoney*

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A must-read book for investors who prefer to pick stocks based on cash flow facts, not on media hype and fiction

"How to Pick a Stock" is written for the contrarian investor who wants an investing method that is based on cash flow facts, not on media hype and speculative impulse. This book combines an accessible presentation of a contrarian investment model and the ValuFocus tool that offers a highly studios, detailed explanation of understanding a company's true intrinsic value.

If you can calculate a company's intrinsic value on the basis of knowing if the market is currently under, fairly, or over pricing its stock, then it is possible to invest wisely in the stock market. Investors who want to buy undervalued stocks, or sell (short) overvalued ones will find this book immensely useful. The ValuFocus investing tool calculates the intrinsic value of every company in their database automatically. Thus, an individual investor can become an "A" student of a modeling process, or can go right ahead in using this tool to pick stocks and manage their own portfolio. Additionally, this book helps to develop an enhanced framework to fundamental equity valuation. Contains the ValuFocus tool for calculating the intrinsic value of every company in the LCRT Nucleus database Offers specific and innovative valuation techniques of practicing professionals for individuals to use in picking stocks long-term Highlights the most state-of-the-art approaches to unconventional stock-picking for investors and corporate finance professionals

Offering encouragement to individual investors by outlining a model that delivers satisfying returns, "How to Pick a Stock" is especially useful for those who are patient and believe in longer-term investing horizons.

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