



The MOTLEY FOOL'S RULE BREAKERS, RULE MAKERS: THE FOOLISH GUIDE TO PICKING STOCKS

By Tom Gardner, David Gardner

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With four bestselling books, a wildly popular web site, and a portfolio that consistently and significantly outperforms the Standard & Poor averages by more than 30 percent, the Motley Fools have attracted a dedicated following. And now those Foolish financial whizzes -- with their impudent but right-on money advice -- take their investment guidance to the next level. In The Motley Fool's Rule Breakers, Rule Makers, the Gardners show investors how to define and identify the two best investment possibilities in the market -- the small companies that have historically offered the greatest investment returns (the "rule breakers") and the companies that are legal monopolies (the "rule makers"). Most investment books are designed around getting investors into and out of stocks at the best time, while most business books tell how best to manage people, ideas, and profits. The Motley Fool) Rule Breakers, Rule Makers focuses on linking these two ideas, relating the strength of a business over time with the performance of its stock. The newest entry from the creators of today's hottest on-line investment site is proof anew that, as the Detroit News has said, "The Motley Fool is special".

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Editorial Review

Amazon.com Review

For the past eight years, the U.S. stock market has been on a bull run the likes of which few have ever seen, making and breaking records almost every quarter. And for the last four of those years, David and Tom Gardner's self-described market-crushing stock portfolios have made the market's own incredible performance pale by comparison. In their third book, *The Motley Fool's Rule Breakers, Rule Makers*, the brothers reveal the methodology behind their stock-picking success, which is impressive. The Rule Breaker Portfolio (formerly known as the Fool Portfolio on their Web site) has risen some 650 percent since its inception in 1994, thanks to stocks such as America Online, McAfee, and Wal-Mart, while the Rule Maker Portfolio (formerly known as the Cash King Portfolio) has risen 440 percent on the backs of investments in Microsoft, Cisco Systems, and Intel. Fans of the Motley Fool, who with luck have prospered from the Gardners' timely advice, will no doubt love *Rule Breakers, Rule Makers*. The book is written in their usual humorous and self-congratulatory style--not only educational, but often aimed at making the pros on Wall Street wince, as they should. However, if you're new to the Motley Fool or to stock picking in general, you may do well by first considering one of their earlier books, *You Have More Than You Think* and *The Motley Fool Investment Guide*. --Harry C. Edwards

From Publishers Weekly

The sassy creators of the popular personal finance Web site and authors of the bestselling *The Motley Fool Investment Guide* (1997) now offer advice on how to evaluate the investment potential of specific companies. Here, the Gardners proffer five key principles by which to judge innovative "Rule Breaking" companies. Among them: "top dog-and-first-mover in an important emerging industry" (e.g., Amazon.com and Whole Foods Market); "sustainable advantage due to business momentum, patent protection, visionary leadership, or inept competitors" (Wal-Mart, Amgen); and "smart management and good backing" (Intuit). Yet, while the Gardners tell readers not to pay attention to analysts' expectations and earnings statements, they proceed to break their own rules, explaining that, as companies get more profitable and grow into "Rule Makers," investors should look to more traditional measurements such as sales-to-debt ratios, growth, etc. The book is certainly more fun than most stock-picking manuals, and the insights into company management are amusing. In discussing the poor performance of Boston Chicken, the authors write, "Rather than being inept, Boston Market wound up playing chicken with companies whose managers were smarter and more experienced hands at this game." However, novice investors may find the advice more difficult to follow than previous Motley Fool books. Author tour.

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From Library Journal

The title does not exactly inspire confidence, but this tape by these popular and irreverent guides do offer prudent advice about picking stocks. "Rule Breakers" are rising innovative companies moving to a top ranking. Buying those types of stocks early in their rise could be beneficial if those companies come to dominate their field, often with strong marketing and brand recognition. The trick, not adequately addressed here, is for the investor to identify companies that will be strong over the long term and to do so before other investors. The advice is cleverly presented with a bit of humor. This is a worthwhile purchase for libraries that want to expand their stock investment tapes. AMark Guyer, Stark Cty. Dist. Lib., Canton, OH

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Jill Spann:

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