



A Manual on Common Stock Investing

John L. Rotonti Jr.

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What to buy? When to buy? When to sell? In *A Manual on Common Stock Investing*, John Rotonti addresses these questions and more by laying out what he believes to be the principles of successful investing. The goals of the book are to explain common stock investing, help guide an investor's search for intelligent long-term investments, and motivate the reader to pursue a lifelong study of business and investing. The author stresses the importance of balancing quantitative and qualitative analysis. That is, he discusses the metrics most useful to evaluating a business, and he urges the reader to do enough research so that he understands how the numbers are generated and what the numbers mean. In an attempt to show the reader the types of questions that should be asked during the research process, the author provides analysis on a handful of different companies from different industries. John Rotonti pulls no punches, telling the reader that successful investing requires lots of reading, lots of thinking, and long periods of time when an investor will do very little buying or selling. In an age of high-frequency trading, John advises the reader to slow down to make sure that he has adequately answered all the important questions before making an investing decision. Perhaps most important, John Rotonti explains the significance of taking a business-minded approach to investing and how emotional discipline, more than anything else, separates the successful stock pickers from the unsuccessful ones.

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