

<<寻找热点>>

图书基本信息

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## 内容概要

Global investing is a necessity for the twenty-first century. Not only does it provide diversification and opportunity for profits, but it also helps protect some of your hard-earned dollars. In *Finding the Hot Spots*, author and professional equity research analyst David Riedel clearly illustrates how to identify and invest in non-U.S. companies—all with less difficulty and risk than you may have previously thought. By distilling the investment knowledge gained during his long journey throughout different foreign markets, Riedel shows you how certain tools and strategies can help you succeed when dealing with international equities. This accessible guide opens with a detailed discussion of how international investing can help your portfolio keep up with the rapid pace of globalization. Here is where the risks and rewards of this approach are explained, and where the myths are debunked. *Finding the Hot Spots* moves on to examine the numerous ways in which you can invest in international companies through U.S. markets: from direct listings, where the foreign company simply trades on the New York Stock Exchange (NYSE), the American Stock Exchange (AMEX), or the NASDAQ; to Depository Receipts (ADRs) and trading unlisted securities over the counter (OTC). With this information in hand, you'll be introduced to the strategies every investor should use when creating a portfolio of international stocks. topics covered include:

- The benefits of diversifying by country, region, and industry
- Understanding the relative position of countries and companies
- The importance of investing in line with government preferences, policies, and priorities
- Knowing when a market has already gone up too much
- Why it's essential to be familiar with who the shareholders of a company are
- How currency fluctuations impact stock performance

By applying these and other lessons found throughout the book, you'll be able to find attractive foreign investment opportunities that are reasonably valued. Engaging and accessible, *Finding the Hot Spots* provides you with the knowledge and confidence to enter international markets—from Brazil to China—and reveals the proven strategies and methods you can use to turn today's often threatening economic climate into personal investment success. For additional insights and material, please visit [www.findingthehotspots.com](http://www.findingthehotspots.com)

作者简介：DAVID RIEDEL is founder and President of Riedel Research Group, which provides independent equity research focusing on emerging markets in Asia, Latin America, and Europe. Prior to founding this firm, Riedel worked as an analyst at Salomon Smith Barney in New York and Bangkok. While overseas, he supervised a twelve-person research team covering telecommunications companies and other industries in Southeast Asia. While in New York, he covered business services stocks, including staffing and outsourcing, as well as small-cap growth companies in the automobile and motorsports industries.

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