


# Battle for Investment Survival

*By Gerald M. Loeb*

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This is a reprint of the revised and updated book which continues to be a practical day-by-day guide that provides experience and wisdom for traders and investors within an ever-changing stock market. The original chapters were written in 1935. The book is a wonderful primer and is worth skimming every few years. pp.

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**Battle for Investment Survival By Gerald M. Loeb Bibliography**

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## Editorial Review

From the Back Cover

"Loeb tells us to put all our eggs in one basket, and watch the basket."
--John RothchildFinancial Columnist, Time magazine

"This book is very special in my life. It is the very first Wall Street book I ever read. After reading 1,200 additional finance books, The Battle for Investment Survival's principles and concepts are still valid for consistent success."
--Victor Sperandeo Author of Trader Vic on Commodities

In The Battle for Investment Survival, the turf is Wall Street, the goal is to preserve your capital at all costs, and to win is to "make a killing without being killed." This memorable classic, originally written in 1935, offers a fresh perspective on investing from times past. The Battle for Investment Survival treats investors to a straightforward account of how to profit--and how to avoid profit loss--in what Loeb would describe as the constant tug-of-war between rising and falling markets.

About the Author
Gerald M. Loeb worked on Wall Street as a stockbroker for forty years beginning in the late 1920s. He was also a financial writer whose articles were published in Barron's, Wall Street Today, and Investor Magazine. A prolific writer throughout his career, Gerald Loeb also authored Gerald Loeb's Checklist for Buying Stocks and Battle for Stock Market Profits.

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