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The Dick Davis Dividend

Straight Talk on Making Money from 40 Years on Wall Street

By Dick Davis

"The best stock market commentator I have ever heard."

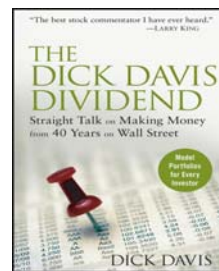
**Larry King, host
CNN's "Larry King Live"**

"Dick Davis' new book is a gem....packed with wise, down-to-earth advice for the long-term investor. The investing public needs more Dutch Uncle advice like this. It is worthy of broad readership. I have a general policy of not giving book blurbs, which gives me the freedom to make an exception when a truly exceptional manuscript crosses my desk."

**Knight Kiplinger, editor in chief
The Kiplinger Letter and Kiplinger's Personal Finance magazine**

What can you say about successful investing that hasn't been said before? How many different ways can you say buy good stocks cheap, diversify and control your emotions? In **The Dick Davis Dividend (Wiley; December 2007; \$29.95; Hardcover)**, highly regarded investment commentator, Dick Davis, doesn't avoid these truisms but adds others not often discussed:

- The seldom acknowledged role of pure luck.
- The irrelevance of news
- The under-appreciated durability of major trends
- The over-exaggerated value of homework
- The predisposition of investors to fail
- The curse of being totally and instantly informed



Davis is passionate in his belief that certain truths must be seared into the consciousness of investors to put the odds in their favor. These are just a few of the strongly held, often unconventional views of a savvy 40 year veteran who speaks from a unique vantage point. Dick Davis is a pioneer in the financial media. He was the nation's only employee of a member firm of the N.Y.S.E. to work full time broadcasting "in depth" market reports. He did so via radio, TV, a syndicated newspaper column and a newsletter ("The Dick Davis Digest"-no longer affiliated). He has been talking to investors since 1965. He has taken three years of his retirement to write his ideas down in his first book.

The book focuses on the big picture. The wide range of subjects includes taboo topics like the greatly exaggerated value of homework, the irrelevance of news, the lack of stock market savvy by CEOs, and the seldom acknowledged role of pure luck. Other fresh insights deal with the symmetry of the market and the underestimated durability of major trends. The author offers an investing approach that's doable, not one that sounds good in theory but is unworkable because human nature gets in the way. When offering advice, Davis is meticulous about revealing the bad as well as the good so the reader is always aware of the downside. It's one of many ways the author shows his genuine concern for the investor.

But Davis does not restrict his discussion to broad concepts. In the portion of the book, "OK, So What Do You Do With Your Money?", **The Dick Davis Dividend** provides definitive answers. It makes a compelling case for combining both passive investing via index funds and active management. It's an easy-to-implement strategy that exposes the investor to the best of both worlds. Featured are the buy and hold index fund portfolios of 28 different experts in the index fund field. Instead of being limited to the selections of the author, the investor has a wide cross section to choose from, all in one book.

With advice described as "timeless wisdom" by best-selling author Andrew Tobias, **The Dick Davis Dividend** details what the investor is up against and how he can deal with it successfully. It's both easy to read and profound--- a bluntly honest, heartfelt message written with clarity, directness and empathy that resonates with readers.

For further detailed information about the book, check out thedickdavisdividend.com.

About the Author

Dick Davis (Boca Raton, FL) is one of the most widely-known and highly-respected market commentators of his time. He founded the *Dick Davis Digest* in 1982, one of the nation's largest and most durable investment newsletters, with subscribers in 50 states and 50 foreign countries. As a full time broadcaster, he pioneered stock market reporting via television, on the air twice a day for 15 years; and via radio, broadcasting as often as 5 times a day for 20 years. He wrote a stock market column for the Miami Herald – which was syndicated by Knight Ridder to over 100 newspapers -- for over 10 years. Larry King called Dick Davis, "the best stock market commentator I have ever heard." Syndicated investment columnist Humberto Cruz said of Davis: "He was my role model in the 1980s, an inspiration to perhaps some day become a financial columnist."

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