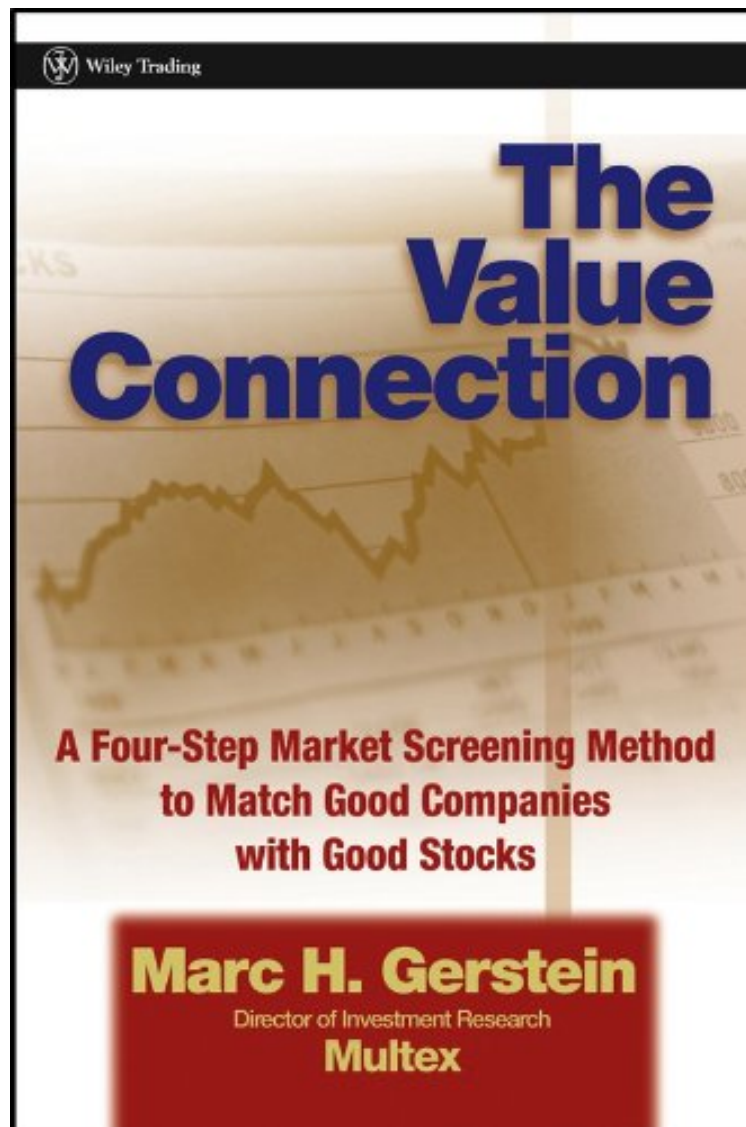


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## The Value Connection: A Four-Step Market Screening Method to Match Good Companies with Good Stocks (Wiley Trading)

*Marc H. Gerstein*

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BookwormI found this book to be very informative and insightful. The book is not so much about the 'value investing' philosophy; rather it focuses on how to identify good/value stocks taking into account various market segments and conditions using different screening criteria. I have read many investment books but I am yet to see another book that goes into so much details on screening criteria and interpretation of various popular and not so popular indicators / filters. The only limitation is that the online tools mentioned in the book are old (the book was published in 2003 and this is 2017) and some may not be even available anymore. But that is not an issue really - similar screens can be built using tools available today once the meaning or significance of various screens are properly understood. This is where the book really shines!3 of 3 people found the following review helpful. Excellent BookBy Intelligent ValueI differ greatly with the last reviewer of this book. Marc has generously and humbly offered a huge amount of insight into stock selection over many years in his books, speaking engagements and now as a staff member at portfolio123.com. I have no business relationship with either Marc or P123. I am a paying subscriber to P123 and I have read Marc's books and I'm a big fan of Marc's intelligent and detailed stock screening techniques. Marc was also not "advertising his company's product" as claimed by the other reviewer. At the time of the writing of his books (he also wrote "Screening the Market," possibly an even better book), I believe that Marc was on the staff of Reuters, the giant financial-information company. As far as I know, there was no product that Marc promoted and I saw no reference to Reuters in any of his writings, other than perhaps in the context of the article. To my knowledge, Reuters offers very expensive database and software products to professional, institutional investors and investment services and I don't believe they even offer any products to the average individual investor. Great book with valuable info for the average investor. Buy this book along with "Screening the Market" for a great duo of knowledge on stock selection. Just my 2 cents worth...0 of 2 people found the following review helpful. Lousy book with misleading titleBy PKIt's certainly not a book on value investing! Lousy treatment on many topics including valuation of stocks. The book only shows how to create various screens. I would be surprised if anyone uses these screens as they are presented. The author seem to be selling his firm's services.

A market beating method for finding success in trading stocks Value is a concept that frequently eludes investors -- especially when it comes to stocks. In many cases, successfully identifying value can make the difference between picking a winner and getting burned. The Value Connection offers a systematic and doable method investors can use to take advantage of value in the stock market. Based on author Marc Gerstein's "Value Connection" method, this book will show investors how to find potentially attractive value connections, analyze specific situations to see if the value connection is sound, buy the best value connected opportunities, and sell stocks for which the value connection has weakened. The proven four-step method outlined -- which allows investors to understand the relationship between a company and its stock -- will help any investor screen the stock market for the best values out there. Real world examples make understanding this revolutionary investing method easy. Marc H. Gerstein (New York, NY) is the Director of Investment Research at Multex. Prior to that, he was in the research and editorial department at Value Line. Over the course of two decades he analyzed stocks across a wide variety of industries and sectors, including household products, specialty retail, restaurants, mining, energy, hotel/gaming, homebuilding, airlines, railroads, and media. Gerstein appears periodically on CNNfn, Bloomberg TV, and is often quoted in USA Today, CBS MarketWatch, The Wall Street Journal, The New York Daily News, and Money Online. He is also the author of Screening the Market (0-471-21559-7).

From the Inside FlapValue is a concept that frequently eludes investorsndash;especially when it comes to stocks. But it's well worth the effort to nail it down. Successfully answering valuation questions can make the difference between picking a winner and getting burned. The Value Connection offers a systematic and feasible method that will allow you to identify value in the stock market and get your money's worth from the stocks you choose. Getting your money's worth may sound like an obvious goal, but putting the concept into practice is a difficult task if you're unprepared, or if you cling to traditional preoccupations with finding share prices that are low compared to book value earnings, and so forth. A stock price that first seems to be low, may become quite high if the quality of the "merchandise" (the company you've invested in) is poor. Based on author Marc Gerstein's market screening method, The Value Connection shows you how to seek companies whose underlying merits are reasonable in light of the prices you'll pay for their shares. You'll learn techniques for different stock market behaviors, how to assess merchandise, how to evaluate price, and how to determine whether prices are fair when considering a firm's overall worth. After this brief introduction, you'll receive a detailed explanation of each step, and learn how each of the market screening methods' four steps can be applied to the value connection investment style. Through in-depth insights, practical advice, and informative case studies, The Value Connection will prepare you to use this four-step screening method in your trading endeavors to: Find potentially attractive value connections Analyze specific ideas to see if the value connection is sound Buy the best value-connected opportunities Sell the stocks for which the value connection has dimmed By focusing on ways to separately assess a company and its stock price, the value connection method will help bridge the gap connecting good companies and good

stocks—and boost your bottom line in the process. In using the value connection method, you'll always have a rational answer to why you like a company, why you think its stock is reasonably valued, why you did or did not buy the stock, and why you sold or continue to hold a certain stock in your portfolio.

**From the Back Cover**  
**Discover The Value Connection** "The Value Connection is aimed at serious investors who seek a systematic, structured approach to building and maintaining equity portfolios. It provides a flexible framework to select good stocks and—perhaps more important—it includes a disciplined approach to the critical hold vs. sell decision. Investors who follow the methodology detailed in *The Value Connection* will find themselves better organized, more focused, and ultimately more successful." —Lou Kirschbaum, Managing Director and Portfolio Manager, Eagle Asset Management, Inc.

"As a disciple of value-oriented investing for the last thirty-six years, I found *The Value Connection* an excellent way to reinvigorate my faith. With the practice of value investing becoming ever more sophisticated, this critical review of today's cutting-edge methods is a must for the professional investor." —Thomas White, Thomas White International, Ltd.

"The Value Connection connects the reader with a way to get one's money's worth from stock investing regardless of present market conditions, fads, or recent trends. This book is a must-have in learning the basic tenets of long term value equity investing. Gerstein's easy-to-read commonsense guide helps the investor understand why long term value investing pays off!" —Mark B. Burka, CFA, Principal and Senior Portfolio Manager, Burnham, Sullivan, Andelbradt, Co.

**About the Author**  
**MARC H. GERSTEIN** is the Director of Investment Research at Multex. Prior to that, he was in the research and editorial department at Value Line. Over the course of two decades he has analyzed stocks across a wide variety of industries and sectors, including household products, specialty retail, restaurant, mining, energy, hotel/gaming, homebuilding, airlines, railroads, and media. He is also the author of *Screening the Market*, published by Wiley. Gerstein appears periodically on CNN, CNBC, and Bloomberg TV, and is often quoted in USA Today, The Wall Street Journal, and the New York Daily News, and on Money Online and CBSMarketWatch.com