

## The 4 Factors

**BASM:** The four factors that all the great companies as well as the greatest stocks have in common. Learning to recognize great BASM is key to becoming wealthy.

**Business Model:** This is the core of how a company creates technologies and strategies, marketing, and competitive results. The book shows through real cases or stories, different great business models to recognize. The great ones are all versions of just a small number.

**Assumptions:** managements start with assumptions about their markets and customers and all else flows from those assumptions. Learning to see these assumptions work to create huge profits is invaluable.

**Strategy:** Most companiesâ€™ scramble with tactics and products that are not held together and also driven by a central strategy. Strategies create winning tactics and winning companies and stocks. See how they work in the Big Money.

**Management:** The greatest managements create the greatest stocks and wealth for stockholders. It is virtually impossible to learn to recognize them from a set of rulesâ€”one must read the stories and see how they have certain things in common.