

Gene Tremblay

"A fascinating book that is equally useful to the individual investor and the professional. The book's system of focus on fundamentals [BASM and Seven Steps] is refreshing in these days of consensus investing and short term trading. The war stories about important companies are both entertaining and informative. The investment returns available from these well known companies challenges the investor to be both selective and patient. The book does a good job laying-out a way [BASM and Seven Steps] that is instructive to the individual and a great reminder for the professional. I read it twice and recommend that anyone interested in investing does the same. It will help you avoid many of the fads and mistakes being made today."

- Gene Tremblay, Jackson Hole, WY.