



Fisher Investments on Consumer Discretionary

By Fisher Investments, Erik Renaud

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This installment of the **Fisher Investments On** series is a comprehensive guide to the Consumer Discretionary industry—which includes companies such as auto manufacturers, homebuilders, sports equipment manufacturers, hotel developers and operators, cruise lines, retail websites, and department stores, to name just a few.

This reliable guide can help you in making top-down investment decisions specifically for the Consumer Discretionary sector. It shows how to determine better times to invest in Consumer Discretionary, which Consumer Discretionary industries and sub-industries are likelier to do best, and how individual stocks can benefit in various environments. The global Consumer Discretionary sector is complex, covering many sub-industries and countries with unique characteristics. Using the framework detailed in this book, you can learn to be better equipped to identify their differences, spot opportunities, and avoid major pitfalls.

Given the vast market landscape and diverse geographic operations, it is vital to maintain a global perspective when investing in the Consumer Discretionary sector. This invaluable resource provides the tools that can help you understand and analyze opportunities both in the United States and abroad within this diverse sector.

For more information, visit www.consumerdiscretionary.fisherinvestments.com.

About Fisher Investments Press

Fisher Investments Press brings the research, analysis, and market intelligence of Fisher Investments' research team, headed by CEO and *New York Times* bestselling author Ken Fisher, to all investors. The Press covers a range of investing and market-related topics for a wide audience—from novices to enthusiasts to professionals.

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About Fisher Investments Press

Fisher Investments Press brings the research, analysis, and market intelligence of Fisher Investments' research team, headed by CEO and *New York Times* bestselling author Ken Fisher, to all investors. The Press covers a range of investing and market-related topics for a wide audience—from novices to enthusiasts to professionals.

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Editorial Review

From the Inside Flap

The **Fisher Investments On** series is designed to provide individual investors, aspiring investment professionals, and students the tools necessary to understand and analyze investment opportunities—primarily for investing in global stocks. Each guide is an easily accessible primer to economic sectors, regions, or other components of the global stock market. While this guide specifically focuses on Consumer Discretionary, the basic investment methodology is applicable for analyzing any global sector, regardless of the current macroeconomic environment.

Following a top-down approach to investing, *Fisher Investments on Consumer Discretionary* can help you make more informed decisions within the Consumer Discretionary sector. It skillfully addresses how to determine the optimal times to invest in Consumer Discretionary stocks and which Consumer Discretionary industries and sub-industries have the potential to perform well in various environments.

Divided into three comprehensive parts—Getting Started, Consumer Discretionary Details, and Thinking Like a Portfolio Manager—*Fisher Investments on Consumer Discretionary*:

- Explains some of the sector's key macro drivers—like consumer spending, income, and employment
- Shows how to capitalize on a wide array of macro conditions and industry-specific features to help you form an opinion on each of the industries within the sector
- Takes you through the major components of the 12 sub-industries within the global Consumer Discretionary sector and reveals how they operate
- Offers investment strategies to help you determine when and how to overweight specific industries within the sector
- Outlines a five-step process to help differentiate firms in this field—designed to help you identify ones with the greatest probability of outperforming

Filled with in-depth insights and expert advice, *Fisher Investments on Consumer Discretionary* provides a framework for understanding this sector and its industries to help you make better investment decisions—now and in the future. With this book as your guide, you can gain a global perspective of the Consumer Discretionary sector and discover strategies to help achieve your investing goals.

About the Author

Erik Renaud is a Consumer Discretionary Research Analyst at Fisher Investments. Renaud graduated from Santa Clara University with a bachelor's degree in finance. Hailing from Minnetonka, Minnesota, he currently resides in San Francisco, California.

Andrew S. Teufel has been with Fisher Investments since 1995, where he currently serves as a Co-President and the Director of Research. Prior to joining Fisher Investments, he worked at Bear Stearns as a corporate finance analyst in its Global Technology Group. Teufel also instructs at many seminars and educational workshops throughout the United States and United Kingdom, and has lectured at the Haas School of Business at UC Berkeley. He is also the Editor in Chief of MarketMinder.com. Teufel is a graduate of UC Berkeley.

Users Review

From reader reviews:

William Roger:

The knowledge that you get from Fisher Investments on Consumer Discretionary is the more deep you looking the information that hide inside words the more you get considering reading it. It doesn't mean that this book is hard to know but Fisher Investments on Consumer Discretionary giving you enjoyment feeling of reading. The writer conveys their point in particular way that can be understood through anyone who read the item because the author of this e-book is well-known enough. This specific book also makes your current vocabulary increase well. Making it easy to understand then can go together with you, both in printed or e-book style are available. We recommend you for having this Fisher Investments on Consumer Discretionary instantly.

Kathy Fredette:

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