
The Zulu Principle **New Edition**

Making extraordinary profits from ordinary shares

by Jim Slater

Key points

- Brand new edition of one of the UK's best selling investment titles
- Written by stock market guru Jim Slater
- Includes a brand new foreword by the author
- This investment classic explains how anyone can succeed in the stock market

Praise for the original edition

"Jim Slater was, for a time, the single most powerful influence on the business scene. Twenty years on, he has refined, honed and distilled his investment thoughts into a book that is vintage Slater: innovative, imaginative, original and fresh with sophisticated investment methods made to seem simple and glaringly obvious - if only you'd thought of them before."
- Ivan Fallon, *Sunday Times*

"When I was making my run from being a small business man to something larger, Jim Slater dominated the City. Somehow or other he was involved in virtually every major deal. He rode the waves with unprecedented skill, imagination and charisma. No wonder this book is an essential building block for understanding investment."
- Sir James Goldsmith

Book description

Brand new edition of this classic bestseller

Jim Slater makes available to the investor – whether the owner of only a few shares or an experienced investment manager with a large portfolio – the secrets of his success. Central to his strategy is *The Zulu Principle*, the benefits of homing in on a relatively narrow area.

Deftly blending anecdote and analysis, Jim Slater gives valuable selective criteria for buying dynamic growth shares, turnarounds, cyclicals, shells and leading shares. He also covers many other vitally relevant aspects of investment such as creative accounting, portfolio management, overseas markets and the investor's relationship with his or her broker.

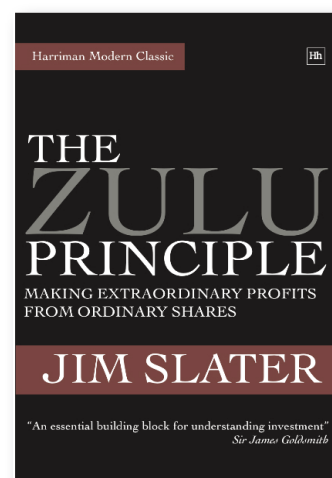
From *The Zulu Principle* you will learn exactly when to buy shares and, even more important, when to sell – in essence, how to make 'extraordinary profits from ordinary shares'.

About the author

Jim Slater trained as an accountant. He first became interested in investment in the sixties, while a director at a British Leyland subsidiary. After publicising his methods via a column in the *Sunday Times*, he launched the investment conglomerate Slater Walker, which he chaired until 1973. The company was known for its aggressive acquisitions in every area from banking to property. It collapsed in the 1973-4 recession, leaving Slater bankrupt to the tune of about £4m in today's money.

He fought his way back to prosperity through private property deals and writing for small investors. In 1990, he published his main work, *The Zulu Principle*. He has since devised a monthly publication called Company REFS (Really Essential Financial Statistics), which helps investors to apply his system by listing PEGs and other key ratios and information on all UK companies.

Now living in Surrey, but far from retired, Slater is still very active in educating investors through his books and lectures. He is also a major shareholder in a variety of small companies, and puts a good deal of money into charitable causes and sports sponsorships.



Publication details

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| Date | November 2008 |
| Subject | Finance/Investing |
| Binding | Hardback |
| ISBN | 9781905641918 |
| Price | £25.00 |

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Harriman House

www.harriman-house.com

Distribution: Marston Book Services Tel: +44 (0)1235 465521 Fax: +44 (0)1235 465555 Email: enquiries@marston.co.uk

UK Sales: Amalgamated Book Services Ltd. The Old Mill House, Mill Lane, Uckfield, East Sussex, TN22 5AA. Tel: (0)1825 746 050

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