

A quote from Peter Lynch & John Rothchild. Book title: Learn to Earn

"Doing your own research. This is the highest form of stock picking. You choose the stock because you like the company, and you like the company because you've studied it inside and out."

"The more you learn about investing in companies, the less you have to rely on other people's opinions, and the better you can evaluate other people's tips. You can decide for yourself what stocks to buy and when to buy them."

"You'll need two kinds of information: the kind you get by keeping your eyes peeled and the kind you get by studying the numbers. The first kind, you can begin to gather every time you walk into a McDonald's, a Starbucks, or any other store that's owned by a **publicly traded company**. And if you work in the store, so much the better."

"You can see for yourself whether the operation is efficient or sloppy, overstaffed or understaffed, well-organized or chaotic. You can gauge the morale of your fellow employees. You get a sense of whether management is reckless or careful with money."

"If you're out front with the customers, you can size up the crowd. Are they lining up at the cash register, or does the place look empty? Are they happy with the merchandise, or do they complain a lot? These little details can tell you a great deal about the quality of the parent company itself. Have you ever seen a messy GAP or an empty McDonalds?"

"A store doesn't have to fall apart to lose customers. It will lose customers when another store comes along that offers better merchandise and better service, for the same or lower prices."

"Even if you don't have a job in a publicly traded company, you can see what's going on from the customer angle. Every time you shop in a store, eat a hamburger, or buy new sunglasses, you're getting valuable input. By browsing around, you can see what's selling and what isn't. By watching your friends, you know which computers they're buying, which brands of soda they're drinking, which movies they're watching, whether Reeboks are in or out. These are all important clues that can lead you to the right stocks."