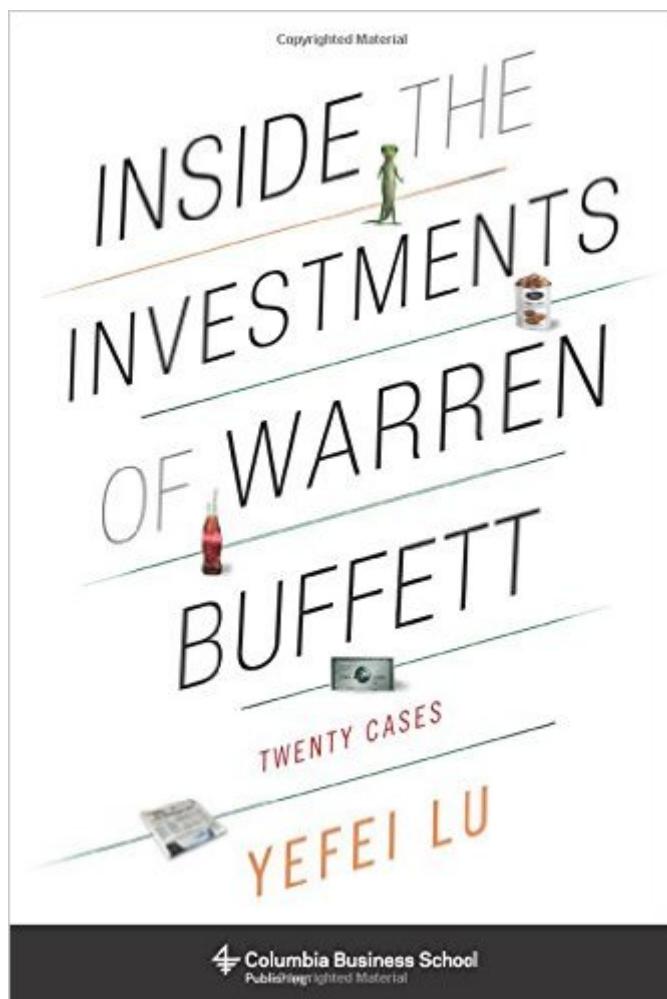


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Inside The Investments Of Warren Buffett: Twenty Cases (Columbia Business School Publishing)



Synopsis

Since the 1950s, Warren Buffett and his partners have backed some of the twentieth century's most profitable, trendsetting companies. But how did they know they were making the right investments? What did Buffet and his partners look for in an up-and-coming company, and how can others replicate their approach? A gift to Buffett followers who have long sought a pattern to the investor's success, Inside the Investments of Warren Buffett presents the most detailed analysis to date of Buffet's long-term investment portfolio. Yefei Lu, an experienced investor, starts with Buffett's interest in the Sanborn Map Company in 1958 and tracks nineteen more of his major investments in companies like See's Candies, the Washington Post, GEICO, Coca-Cola, US Air, Wells Fargo, and IBM. Accessing partnership letters, company documents, annual reports, third-party references, and other original sources, Lu pinpoints what is unique about Buffett's timing, instinct, use of outside knowledge, and postinvestment actions, and he identifies what could work well for all investors in companies big and small, domestic and global. His substantial chronology accounts for broader world events and fluctuations in the U.S. stock market, suggesting Buffett's most important trait may be the breadth of his expertise.

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If you're looking for a book that will tell you the story behind the man Warren Buffett and his personal life, then this is not the book for you. But if you are an investor or want a book that provides lots of great primary source material and focuses on business and financial rationale behind

Buffettâ™s investments, then this is a great book for you. This book takes twenty of Buffettâ™s most important and impactful investments and uses a wealth of quantitative data and historical information to really build and provide context for each case. From there, the book accurately analyzes each company/investment using current and established metrics (EV/EBITA, PER, etc) and illustrates what made each investment sound in a quantifiable way. You get to see the outcomes for each of these investments and, while each individual case was certainly interesting (my personal favorite was Coca-Cola), the twenty cases together provide great insight into Buffettâ™s investment strategies and priorities. The book pulls from source material that isnâ™t really covered by the host of other Buffett books out there, so it provides some new information and insights you probably wonâ™t find elsewhere. Also, if you read this book youâ™ll find that it also isnâ™t just a rehash of Buffettâ™s annual letters talking about his investing philosophy. Instead, it provides the type of quantitative analysis using techniques and metrics relevant to todayâ™s investors to help define and illustrate those principles in action. On its own, itâ™s already a great resource, but the book really helps give me context and a deeper understanding of the knowledge I already have. Finally, I really like that this book was honest when it comes to presenting its goals as well as its limitations.

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