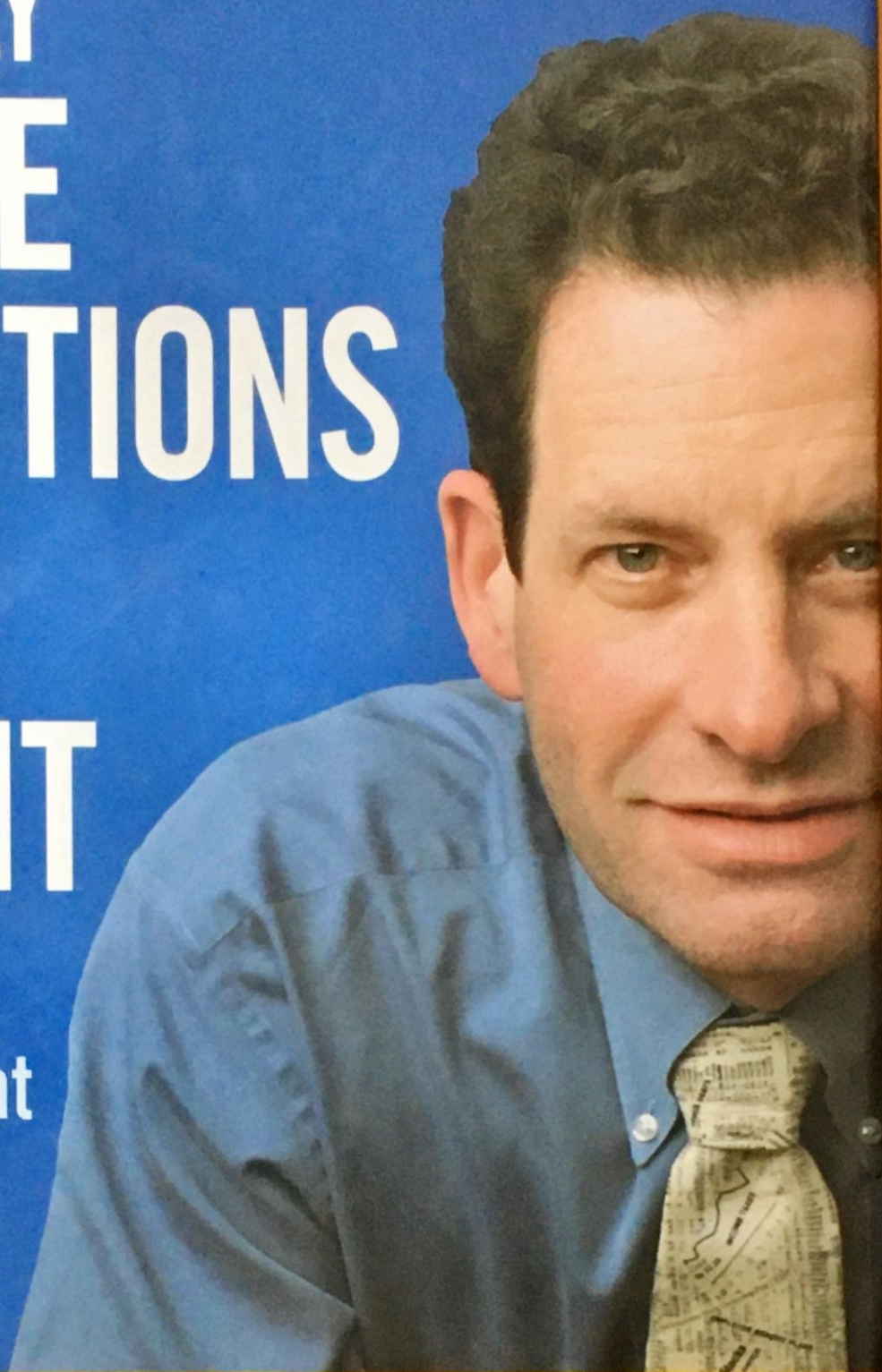


THE ONLY THREE QUESTIONS THAT COUNT

Investing by
Knowing What
Others Don't



KEN FISHER

CEO of Fisher Investments and *Forbes* columnist
with Jennifer Chou and Lara Hoffmans

Foreword by JAMES J. CRAMER
CNBC's *Mad Money* and TheStreet.com

The Only Three Questions That Count

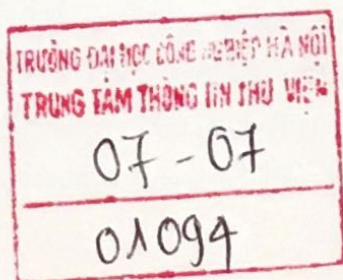
Investing by Knowing
What Others Don't



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FOREWORD BY JAMES J. CRAMER



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ACKNOWLEDGMENTS

This book originally sprang from interactions between literary agent Jeff Herman and me. Jeff was eager for me to do a book since I hadn't done one in so many years. I had the concept but wasn't keen on the energy and time commitment necessary to complete a work of this size. Having done three books before I knew it would be a lot of work. Jeff kept at me, persuading me he would sell my book and publishers would receive it well and others would help me. He provided a lot of motivation. Many would tell you he is the best book agent in America today and I don't disagree. If you're thinking of writing a book, I encourage you to read his books: *Write the Perfect Book Proposal: 10 That Sold and Why*, and *Jeff Herman's Guide to Book Publishers, Editors, & Literary Agents*, 2007. He really is as good as it gets.

Then I recruited Lara Hoffmans and Jennifer Chou. Lara had been an investment counselor in my firm's client services group dispensing advice to more than 100 clients having had a prior background in the industry. But before that she had a background in writing. Jennifer had worked for seven years in our research group primarily doing capital markets research for either me or Andrew Teufel. We came to terms. Jennifer would be responsible for the data and visuals and fact checking and Lara would rough out the book. Working from meetings discussing what we would cover, we created an outline that point by point and item by item Lara turned into a very rough draft while Jennifer started cranking out data. Then I started editing and changing. After an edit Lara would clean it up, edit my edits, and we would look at it again.

But the data burden was too great. There is a mass of data in this book and statistics behind the data. And a lot of visuals—120 in all—and all data-laden.