



If It's Raining in Brazil, Buy Starbucks : The Investor's Guide to Profiting from News and Other Market-Moving Events

Peter Navarro

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From mid-March to mid-May of 2000 the NASDAQ suffered a 40 percent drop from its all-time high of 5132. This tumble was caused by a combination of forces: the failure of Microsoft and the Justice department to resolve their anti-trust dispute, an unexpected jump in the CPI, and Federal Reserve Chairman Alan Greenspan's increase in interest rates. The drop eliminated millions of dollars of wealth and left thousands of investors wiped out. The lesson was clear: any trader or investor who ignores the power macroeconomic forces have over the world's financial markets will lose more than they should. This text introduces the trader and investor to the power of large, global economic forces and explains in detail how these forces affect the market. It provides a big picture overview of the global fundamentals that move the market as well as individual stocks, clearly showing the links between major economic events and stock market movement. The author looks at how and why these sectors respond differently to economic forces. The book applies macroeconomic theory to the practical world of stock trading, using real-life examples to illustrate key points and simulation and case studies to show profitable trading based on macroeconomic news. The author focuses on specific macroeconomic forces, which economic indicators are important to follow, and which sectors of the economy react to different indicators, providing traders and investors with clear trading signals. Topics include: trading in inflationary or recessionary environments, how fiscal and monetary policy affect the market, and technological change and how to take advantage of it.

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