



# The battle for investment survival

*Gerald M Loeb*

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*Gerald M Loeb*

**The battle for investment survival** Gerald M Loeb

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In *The Battle for Investment Survival*, the turf is Wall Street, the goal is to preserve your capital at all costs, and to win is to "make a killing without being killed." This memorable classic, originally written in 1935, offers a fresh perspective on investing from times past. *The Battle for Investment Survival* treats investors to a straightforward account of how to profit—and how to avoid profit loss—in what Loeb would describe as the constant tug-of-war between rising and falling markets.

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