



Finding the Next Starbucks: How to Identify and Invest in the Hot Stocks of Tomorrow

By Michael Moe



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Michael Moe was one of the first research analysts to identify Starbucks as a huge opportunity following its IPO in 1992. And for more than fifteen years, he has made great calls on many other stocks, earning a reputation as one of today's most insightful market experts.

Now he shows how winners like Dell, eBay, and Home Depot could have been spotted in their start-up phase, and how you can find Wall Street's future giants. He forecasts the sectors with the greatest potential for growth, and explains his four Ps of future superstars: great *people*, leading *product*, huge *potential*, and *predictability*.

Moe also includes interviews with some of the biggest names in business?like Howard Schultz, Bill Campbell, and Michael Milken?who reveal their own insights into how they discover the stars of tomorrow.

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Review

“This book is big, rich and packs a jolt of high-test investment advice.”

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“This is an important book for both growth investors and entrepreneurs. Investing in growth companies can be very rewarding if done correctly, but it requires doing your homework. *Finding the Next Starbucks* gives a systematic guideline for how to do it better.”

—Peter Lynch, vice chairman, Fidelity Investments

“He shows how looking behind financial statements to the quality of management is the best investment strategy.”

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About the Author

Michael Moe, CFA, is the cofounder, chairman, and CEO of ThinkEquity Partners LLC, and was formerly director of global growth stock research at Merrill Lynch. He has been named to *Institutional Investor’s* All American research team and has been awarded “Best on the Street” by the *Wall Street Journal*. Quoted regularly by national publications, he is a frequent guest on CNBC and CNN.

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