



# Dividends Still Don't Lie: The Truth About Investing in Blue Chip Stocks and Winning in the Stock Market

By Kelley Wright

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A timely follow-up to the bestselling classic *Dividends Don't Lie*

In 1988 Geraldine Weiss wrote the classic *Dividends Don't Lie*, which focused on the Dividend-Yield Theory as a method of producing consistent gains in the stock market. Today, the approach of using the dividend yield to identify values in blue chip stocks still outperforms most investment methods on a risk-adjusted basis.

Written by Kelley Wright, Managing Editor of *Investment Quality Trends*, with a new Foreword by Geraldine Weiss, this book teaches a value-based strategy to investing, one that uses a stock's dividend yield as the primary measure of value. Rather than emphasize the price cycles of a stock, the company's products, market strategy or other factors, this guide stresses dividend-yield patterns.

- Details a straightforward system of investing in stick-to-quality blue-chip stocks with reliable dividend histories
- Discusses how to buy and sell when dividend yields instruct you to do so
- Investors looking for safety and transparency will quickly discover how dividends offer the yields they desire

With *Dividends Still Don't Lie*, you'll gain the confidence to make sophisticated stock market decisions and obtain solid value for your investment dollars.



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### Editorial Review

#### From the Inside Flap

In 1988, Geraldine Weiss wrote the classic *Dividends Don't Lie*. That book detailed the dividend-value strategy behind *Investment Quality Trends*, the highly successful newsletter Weiss founded and Kelley Wright now edits. Today, more than twenty years later, the investment world has changed dramatically because of computer technology and the Internet. Tremendous amounts of data and information can be gathered, sorted, and analyzed in a matter of minutes, and what used to take weeks or months at a library can now be accomplished in one evening with a computer. What hasn't changed is the success of the dividend-value strategy for producing consistent gains in the stock market. *Dividends Still Don't Lie* shows how the stock market still rewards investors who recognize and appreciate good value.

Rather than emphasize price alone or a company's sector, products, or other analytical factors, the dividend-value strategy uses dividend-yield patterns to make buying and selling decisions. In simple terms: a stock is most attractive when it offers a high-dividend yield. As investors rush in to lock down the high yield, their buying pushes the price higher. Eventually the price reaches an area where the current yield is no longer attractive and buying stops. With no new buyers to push the stock price higher, the price begins to decline—and early investors sell and take their profits. Wright shows that, by understanding the historical dividend-yield pattern of a company, you will be better informed as to whether the stock offers much value, little value, or value that's somewhere in-between.

Four plus decades of research have shown that blue chip companies, those with long records of consistent, competent performance, are far more predictable than are upstarts or less established companies with erratic records of earnings and dividend payments. In short, the dividend-value strategy is a proven, commonsense approach that has ultimately led to long-term results. *Dividends Still Don't Lie* will show you how to master the stock market by successfully investing in high-quality, dividend-paying blue chip stocks.

#### From the Back Cover

**"After all these years, I am pleased to note that dividends *still* don't lie."—from the Foreword by Geraldine Weiss, co-author of *Dividends Don't Lie***

### Praise for DIVIDENDS STILL DON'T LIE

**"In the coming years, there will be increased focus on income and dividends as Boomers look to turn their savings into retirement income. A solid grasp of dividends and how they work will be a basic requirement. Fortunately, Kelley Wright has updated the basic primer on dividends and their importance."—John Mauldin, Editor, *Thoughts from the Front Line* e-letter; author, *Bull's Eye Investing***

**"Kelley's new book provides excellent information on critical investment value of stocks that pay dividends. This book should be read and studied by all serious investors."—Richard Russell, Editor, *Dow Theory Letters***

**"Kelley Wright has taken the success strategy of dividends to a new level. In an age when many claim to have discovered a new path to Wall Street success, Kelley has refreshed and refined the value-based system that uses dividends as a guide to income and profits. A whole new generation of investors will benefit."—George Chamberlin, Editor, *Investing for Rookies***

"What a great update of a truly great book for investors! Kelley has done a terrific job for individual investors and also for our clients who are privileged to use Investment Quality Trends investment advisory services. Understanding what dividends can do for your portfolio is vitally important for investing over a lifetime."—**James B. Jackson, Jackson Financial Services**

"A must-read for every stock market investor. *Dividends Still Don't Lie* is the long awaited update on a tried-and-true discipline. This method tells you when a blue chip stock is *undervalued* enough to buy or *overvalued* enough to consider selling. For decades, Weiss and Wright have addressed huge audiences—and with good reason: dividends account for an increasing proportion of the stock market's total return. Don't invest without it."—**Kim and Charles Githler, Co-Founders, MoneyShow**

#### About the Author

**Kelley Wright** is Chief Investment Officer and Portfolio Manager at I.Q. Trends Private Client Asset Management. He is also Managing Editor of the *Investment Quality Trends* newsletter. Since 1989, Wright has been a private money manager and has served as Chief Investment Officer to three investment management firms. In 2002, he was handpicked by the legendary Geraldine Weiss to succeed her as Managing Editor of the number one rated *Investment Quality Trends* newsletter she started in 1966. Wright is an active lecturer nationwide at trade shows and investment conferences and a frequent guest on both television and radio.

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##### Lawrence Howe:

The actual book *Dividends Still Don't Lie: The Truth About Investing in Blue Chip Stocks and Winning in the Stock Market* has a lot of knowledge on it. So when you read this book you can get a lot of benefit. The book was written by the very famous author. The writer makes some research before write this book. This specific book very easy to read you will get the point easily after looking over this book.

##### Denise Zimmerman:

The reason? Because this *Dividends Still Don't Lie: The Truth About Investing in Blue Chip Stocks and Winning in the Stock Market* is an unordinary book that the inside of the guide waiting for you to snap it but latter it will shock you with the secret the idea inside. Reading this book next to it was fantastic author who

write the book in such wonderful way makes the content inside easier to understand, entertaining way but still convey the meaning fully. So , it is good for you because of not hesitating having this any more or you going to regret it. This book will give you a lot of benefits than the other book have got such as help improving your ability and your critical thinking way. So , still want to hold up having that book? If I ended up you I will go to the reserve store hurriedly.

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