



## The Art of Execution: How the world's best investors get it wrong and still make millions

By Lee Freeman-Shor



### The Art of Execution: How the world's best investors get it wrong and still make millions By Lee Freeman-Shor

Over seven years, 45 of the world's top investors were given between \$25 and \$150m to invest by fund manager Lee Freeman-Shor. His instructions were simple. There was only one rule. They could only invest in their ten best ideas to make money.

It seemed like a foolproof plan to make a lot of money. What could possibly go wrong? These were some of the greatest minds at work in the markets today - from top European hedge fund managers to Wall Street legends.

But most of the investors' great ideas actually lost money. Shockingly, a toss of a coin would have been a better method of choosing whether or not to invest in a stock.

Nevertheless, despite being wrong most of the time, many of these investors still ended up making a lot of money.

How could they be wrong most of the time and still be profitable? The answer lay in their hidden habits of execution, which until now have only been guessed at from the outside world.

This book lays bare those secret habits for the first time, explaining them with real-life data, case studies and stories taken from Freeman-Shor's unique position of managing these investors on a day-to-day basis.

A riveting read for investors of every level, this book shows you exactly what to do and what not to do when your big idea is losing or winning - and demonstrates conclusively why the most important thing about investing is always the art of execution.

 [Download The Art of Execution: How the world's best in ...pdf](#)

 [Read Online The Art of Execution: How the world's best ...pdf](#)

# The Art of Execution: How the world's best investors get it wrong and still make millions

By Lee Freeman-Shor

**The Art of Execution: How the world's best investors get it wrong and still make millions** By Lee Freeman-Shor

Over seven years, 45 of the world's top investors were given between \$25 and \$150m to invest by fund manager Lee Freeman-Shor. His instructions were simple. There was only one rule. They could only invest in their ten best ideas to make money.

It seemed like a foolproof plan to make a lot of money. What could possibly go wrong? These were some of the greatest minds at work in the markets today - from top European hedge fund managers to Wall Street legends.

But most of the investors' great ideas actually lost money. Shockingly, a toss of a coin would have been a better method of choosing whether or not to invest in a stock.

Nevertheless, despite being wrong most of the time, many of these investors still ended up making a lot of money.

How could they be wrong most of the time and still be profitable? The answer lay in their hidden habits of execution, which until now have only been guessed at from the outside world.

This book lays bare those secret habits for the first time, explaining them with real-life data, case studies and stories taken from Freeman-Shor's unique position of managing these investors on a day-to-day basis.

A riveting read for investors of every level, this book shows you exactly what to do and what not to do when your big idea is losing or winning - and demonstrates conclusively why the most important thing about investing is always the art of execution.

**The Art of Execution: How the world's best investors get it wrong and still make millions** By Lee Freeman-Shor **Bibliography**

- Sales Rank: #434375 in eBooks
- Published on: 2015-09-14
- Released on: 2015-09-14
- Format: Kindle eBook

 [Download The Art of Execution: How the world's best in ...pdf](#)

 [Read Online The Art of Execution: How the world's best ...pdf](#)

## Download and Read Free Online The Art of Execution: How the world's best investors get it wrong and still make millions By Lee Freeman-Shor

---

### Editorial Review

#### Review

"This book isn't really about investing, instead it's more of an exploration of human behaviour under different types of stress, and this is what makes the book fascinating...This book is written to appeal to all kinds of investors, and is bound to appeal to both the author's peers and to the inexperienced investor." - Owen Jones, Fidelity Personal Investing "I think that you make a very good point, which is that there are many styles to investing as there are ways to go through life, but the person who knows his character, and is knowing of his environment and his investment horse, is the one that wins over the long term, provided that he is asked to make defined decisions, which strip the investor of his natural inclination to hedge his bets." - Crispin Odey, hedge fund manager and founding partner of Odey Asset Management "I am often asked by graduate students what books I have read that I could recommend they read to make the students better investors. My answer generally is that the student should read the Intelligent Investor and the Reminiscences of a Stock Operator; I will now add your book to the short list for students to read...I wish I had read this book thirty years ago!" - Dennis M. Bryan, Partner at FPA and a legendary investor in the USA "As investors we all know that we should let the winners run and cut the losers. The question is how this works in practice in investment management. Freeman-Shor provides a comprehensive framework how to deal with losing positions and how to make winning positions have a big positive impact on your portfolio returns. A great read for investment novices and professionals alike." - Dirk Enderlein, partner and fund manager at Wellington "With a unique insight into the day to day behaviours of some of the world's best fund managers Lee Freeman-Shor draws out some invaluable lessons for both the private and professional investor and lays bare the behavioural pitfalls we are all subject to in executing our investment ideas" - James Inglis-Jones, fund manager at Liontrust "I truly enjoyed reading your book. Not often I read a book that has so many relevant real-life examples. I also enjoyed reading the quotes very appropriate. You summarize a winning strategy in a very concise manner while backing it up with both examples and data. It is a must read for all managers and allocators. I will order my copy right away and will send some to our clients." - Arik Ahitov, Managing Director and fund manager at FPA "I really enjoyed reading it, although I have to say it was in some respects a chastening experience as - in spite of best efforts - there are times when I lapse into some of the negative behaviours you identify. I think the insights are terrific though and it will serve as an 'internal voice of conscience' forcing me to scrutinise execution and timing more thoroughly" - Daniel Nickols, fund manager and Head of UK Small and Mid-Cap equities at Old Mutual Global Investors "An enjoyable and thought provoking read, from somebody with the real life evidence to back up the findings. An easy to read and enlightening study of behavioural finance, brought to life with real life experiences" - Kevin Lilley, Europe ex UK fund manager, Old Mutual global Investors "It is an interesting and easy read with useful insights for the private investor." - Jeremy Prescott, Private Investor

#### Review

"This book isn't really about investing, instead it's more of an exploration of human behaviour under different types of stress, and this is what makes the book fascinating...This book is written to appeal to all kinds of investors, and is bound to appeal to both the author's peers and to the inexperienced investor." - Owen Jones, Fidelity Personal Investing

"I think that you make a very good point, which is that there are many styles to investing as there are ways to go through life, but the person who knows his character, and is knowing of his environment and his investment horse, is the one that wins over the long term, provided that he is asked to make defined decisions, which strip the investor of his natural inclination to hedge his bets."

- Crispin Odey, hedge fund manager and founding partner of Odey Asset Management

"I am often asked by graduate students what books I have read that I could recommend they read to make the students better investors. My answer generally is that the student should read the Intelligent Investor and the Reminiscences of a Stock Operator; I will now add your book to the short list for students to read...I wish I had read this book thirty years ago!"

- Dennis M. Bryan, Partner at FPA and a legendary investor in the USA

"As investors we all know that we should let the winners run and cut the losers. The question is how this works in practice in investment management. Freeman-Shor provides a comprehensive framework how to deal with losing positions and how to make winning positions have a big positive impact on your portfolio returns. A great read for investment novices and professionals alike."

- Dirk Enderlein, partner and fund manager at Wellington

"With a unique insight into the day to day behaviours of some of the world's best fund managers Lee Freeman-Shor draws out some invaluable lessons for both the private and professional investor and lays bare the behavioural pitfalls we are all subject to in executing our investment ideas"

- James Inglis-Jones, fund manager at Liontrust

"I truly enjoyed reading your book. Not often I read a book that has so many relevant real-life examples. I also enjoyed reading the quotes very appropriate. You summarize a winning strategy in a very concise manner while backing it up with both examples and data. It is a must read for all managers and allocators. I will order my copy right away and will send some to our clients."

- Arik Ahitov, Managing Director and fund manager at FPA

"I really enjoyed reading it, although I have to say it was in some respects a chastening experience as - in spite of best efforts - there are times when I lapse into some of the negative behaviours you identify. I think the insights are terrific though and it will serve as an 'internal voice of conscience' forcing me to scrutinise execution and timing more thoroughly"

- Daniel Nickols, fund manager and Head of UK Small and Mid-Cap equities at Old Mutual Global Investors

"An enjoyable and thought provoking read, from somebody with the real life evidence to back up the findings. An easy to read and enlightening study of behavioural finance, brought to life with real life experiences"

- Kevin Lilley, Europe ex UK fund manager, Old Mutual global Investors

"It is an interesting and easy read with useful insights for the private investor."

- Jeremy Prescott, Private Investor

#### About the Author

Lee Freeman-Shor currently manages over \$1bn in High Alpha and Multi-Asset strategies. Lee was ranked as one of the world's top fund managers in Citywire 1000 in 2012. He has been AAA rated by Citywire, Gold rated by S&P Capital IQ fund research and is Bronze rated by MorningstarOBSR. He has been at Old Mutual Global Investors since October 2005 and was previously Co-Head of Equity Research. Prior to joining Old Mutual Global Investors Lee worked for Schroders, Winterthur and in private client wealth management and has over 16 years investment experience. Lee holds the Investment Management Certificate and has an LL.B (Hons) law degree From Nottingham Trent University. He currently lives in Maidenhead, England with his wife Michal and their son Adam. In his spare time he enjoys going to the movies and having fun with his family.

## Users Review

### From reader reviews:

#### Rosa Crowe:

Book is to be different for each grade. Book for children until adult are different content. As we know that book is very important for us. The book The Art of Execution: How the world's best investors get it wrong and still make millions seemed to be making you to know about other know-how and of course you can take more information. It doesn't matter what advantages for you. The e-book The Art of Execution: How the world's best investors get it wrong and still make millions is not only giving you considerably more new information but also for being your friend when you truly feel bored. You can spend your own personal spend time to read your e-book. Try to make relationship with all the book The Art of Execution: How the world's best investors get it wrong and still make millions. You never truly feel lose out for everything if you read some books.

#### David Beall:

Why? Because this The Art of Execution: How the world's best investors get it wrong and still make millions is an unordinary book that the inside of the guide waiting for you to snap the idea but latter it will distress you with the secret the idea inside. Reading this book adjacent to it was fantastic author who all write the book in such awesome way makes the content within easier to understand, entertaining method but still convey the meaning entirely. So , it is good for you because of not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of benefits than the other book have such as help improving your proficiency and your critical thinking technique. So , still want to hold up having that book? If I were you I will go to the e-book store hurriedly.

#### Francisco Morgan:

Playing with family in the park, coming to see the ocean world or hanging out with close friends is thing that usually you may have done when you have spare time, and then why you don't try issue that really opposite from that. A single activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of information. Even you love The Art of Execution: How the world's best investors get it wrong and still make millions, you are able to enjoy both. It is very good combination right, you still want to miss it? What kind of hang type is it? Oh can happen its mind hangout folks. What? Still don't get it, oh come on its called reading friends.

#### Michael Banks:

That reserve can make you to feel relax. This specific book The Art of Execution: How the world's best investors get it wrong and still make millions was colorful and of course has pictures on there. As we know that book The Art of Execution: How the world's best investors get it wrong and still make millions has many kinds or genre. Start from kids until young adults. For example Naruto or Detective Conan you can read and think you are the character on there. So , not at all of book are make you bored, any it offers up you feel happy, fun and relax. Try to choose the best book for you personally and try to like reading this.

**Download and Read Online The Art of Execution: How the world's best investors get it wrong and still make millions By Lee Freeman-Shor #NFMBJX3G9A4**

## **Read The Art of Execution: How the world's best investors get it wrong and still make millions By Lee Freeman-Shor for online ebook**

The Art of Execution: How the world's best investors get it wrong and still make millions By Lee Freeman-Shor Free PDF download, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Art of Execution: How the world's best investors get it wrong and still make millions By Lee Freeman-Shor books to read online.

### **Online The Art of Execution: How the world's best investors get it wrong and still make millions By Lee Freeman-Shor ebook PDF download**

**The Art of Execution: How the world's best investors get it wrong and still make millions By Lee Freeman-Shor Doc**

**The Art of Execution: How the world's best investors get it wrong and still make millions By Lee Freeman-Shor Mobipocket**

**The Art of Execution: How the world's best investors get it wrong and still make millions By Lee Freeman-Shor EPub**