



# **The 52-Week Low Formula: A Contrarian Strategy that Lowers Risk, Beats the Market, and Overcomes Human Emotion**

*Luke L. Wiley*

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**A new but timeless strategy and mindset that should greatly help investors lower downside risk while achieving market outperformance**

*In The 52-Week Low Formula: A Contrarian Strategy that Lowers Risk, Beats the Market, and Overcomes Human Emotion*, wealth manager Luke L. Wiley, CFP examines the principles behind selecting the outstanding companies and great investment opportunities that are being overlooked.

Along the way, Wiley offers a melding of the strategies used by such investment giants as Warren Buffett, Howard Marks, Michael Porter, Seth Klarman, and Pat Dorsey. His proven formula helps investors get the upper hand by identifying solid companies that are poised for growth but have fallen out of the spotlight.

- Shows you how to investigate companies and identify opportunities
- Includes detailed discussions of competitive advantage, purchase value, return on invested capital, and debt levels
- Presents several case studies to examine companies that have overcome obstacles by trading around their 52-week lows

*The 52-Week Low Formula* is a must-read for investors and financial advisors who want to break through conventional strategies and avoid common mistakes.

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