



The Dividend Connection: How Dividends Create Value in the Stock Market

By Geraldine Weiss, Gregory Weiss



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For anyone interested in making value investments in the stock market, the authors present a proven and straightforward approach to stock selection. Written in a direct, readable style, the book will give investors, regardless of their background, the self-confidence to make sophisticated stock market choices without doubt or anxiety.

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Editorial Review

From Library Journal

Geraldine Weiss, the doyenne of dividend enhancement, has popularized the theory that there is an inescapable relationship between the corporation's ability to pay consistent dividends over time and its price performance in the stock market. Her respected newsletter, *Investment Quality Trends*, employs this theoretical basis, and her classic *Dividends Don't Lie* (LJ 1/89) is a primer on her theory. Using numerous thumbnail company sketches, the authors illustrates how to select stocks from a detailed study of the dividend history of a corporation. Her advice includes how to spot possible dividend cuts, examine utility stocks, and develop an investment strategy. While not as important as her first book, this offers excellent advice for long-term investing. Recommended. Joseph Barth, U.S. Military Acad. Lib., West Point, N.Y. Copyright 1995 Reed Business Information, Inc.

From [Booklist](#)

Geraldine Weiss' dividend yield investment model espoused in *Dividends Don't Lie* (1988) is basically reiterated and confirmed. This relatively simple, straightforward strategy, limited here to 350 select blue-chip stocks, has regularly outperformed the market (as documented by Mark Hulbert, who tracks investment advisers in his *Hulbert Financial Digest*). Weiss and her husband show how to use her dividend yield theory to achieve current income, short-term growth, or long-term growth in both up and down markets. More than 100 charts and figures accompany the Weisses' clearly presented advice. Novice investors looking for relatively low-risk investment strategies should consider the "dividend connection." *David Rouse*

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