

ADVFN Guide: 101 Ways to Pick Stock Market Winners

by Clem Chambers

Sample Tip: Get Down With the kids

Those pesky kids are always onto the latest thing first. As mature adults of the world, we are far too busy to spend time searching out the latest trend in order to turn our worlds upside down.

There are still a couple of older generations that haven't got to grips with computers and maybe never will. How were they to know that they should have bought Google or Apple stock?

If they had stalked their grandchildren they might have seen it coming because weird stuff that fascinates kids often turns mainstream later.

Keeping an eye on what kids are up to is an opportunity to get in early because kids don't buy shares and the oldies in the City, who have all the money, don't do new.

At some point even the grey-haired get the picture and suddenly off goes the price of the stock making the stuff that the kids have been loving for a couple of years.

This might sound implausible, but anyone buying Games Workshop when it got the rights to the Lord of the Rings film license, will attest that while little metal figures pushed around a board based on a '60s book loved by hippies, might sound quaint, it was also something that rocketed the price of the company by multiples.

Now if you had read the trade press, known the product and watched the kids practically living in Games Workshop stores, you would have made a pretty penny.

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