

A Peek into the PRIME QUADRANT®

ANNOUNCEMENTS

SAVE THE DATE for our 2014 conference, taking place November 12, 2014 at the Arcadian Court.

Some of our 2014 speakers include:

- **S. DONALD SUSSMAN:** Founder of Paloma Fund and one of the godfathers of the hedge fund industry, seeding legends like D.E. Shaw, Elliott, and Angelo Gordon
- **MICHAEL MAUBOUSSIN:** Managing Director of Credit Suisse, and author of bestsellers such as “More Than You Know”, “Think Twice”, and “The Success Equation”
- **EILEEN MERCIER:** Chair of Ontario Teachers’ Pension Plan, and one of Canada’s most influential women, serving leadership roles with Gulf Canada Ltd., Canwest Capital Corp., TD Bank, and Abitibi-Price Inc.

Upcoming Events

Investor IQ Series

March 26th - Risk 101: *Understanding the Most Important Risks of Investing*

What is the PQ?

In financial terms, the Prime Quadrant is the optimal zone in which you achieve the highest return per unit of risk.

STORIES OF INTEREST

Bad is Stronger than Good

We are all accustomed to hearing bad news, but excessive focus on the negatives in the world can prevent sound investing. This article explains why it is important to learn from unfortunate events, but not to overprotect ourselves from them. Read it [here](#).

John Maynard Keynes's Own Portfolio Not Too Dismal

Famous economist, renowned advisor to political leaders, and ... shrewd money manager? As John Keynes started to doubt the usefulness of forecasting based on broad economic cycles, he adopted an investment philosophy that was far ahead of his time. Read his story [here](#).

Evaluating the Dearth of Female Hedge Fund Managers

Women possess certain characteristics that lead to better investment decisions. The question remains, why are women vastly underrepresented in the finance industry, and more specifically, why is there a serious lack of female investment managers? Read it [here](#).

29 Dumb Things Finance People Say

A humorous take on how to tune your ear to finance professionals' throwaway lines. From jargon to absolute nonsense, these statements have become all too familiar in the finance industry. Read it [here](#).

Being in the Prime Quadrant requires seeing the big picture and making intelligent choices, from among all investment options and strategies, to best meet your goals. This includes investing in Traditional and Alternative Investments such as Real Assets, Hedge Funds, Private Equity, Distressed Assets, Credit, Structured Products, Managed Futures, etc.

Prime Quadrant is an investment research and consulting firm that helps high-net-worth Canadians make better investment decisions.

BUFFETTVILLE

Over the last few weeks, the Oracle of Omaha shared his annual letter to shareholders. You can access it [here](#). (The more meaty insights start on page 16). Among the many insights are Buffett's memorable quotes:

- "Games are won by players who focus on the playing field – not by those whose eyes are glued to the scoreboard" (Page 18).
- "Indeed, the unsophisticated investor who is realistic about his shortcomings is likely to obtain better long-term results than the knowledgeable professional who is blind to even a single weakness" (Page 20).

To access all previous Berkshire Hathaway's Shareholder Letters, click [here](#).

[In Search of the Prime Quadrant: The Quest for Better Investment Decisions](#) now available at Amazon, Barnes & Noble and Indigo.



“The greatest obstacle to discovery is not ignorance - it is the illusion of knowledge.” - Daniel J. Boorstin

PRIME QUADRANT®
BETTER INVESTMENT DECISIONS

22 ST. CLAIR AVENUE EAST, SUITE 1010, TORONTO, ONTARIO CANADA M4T 2S4
TEL. +1 416 410 3648 FAX. +1 416 352 6116 INFO@PRIMEQUADRANT.COM
WWW.PRIMEQUADRANT.COM
