
INTRODUCTION

My name is Peter Navarro, I'm a business professor at the University of California—Irvine, and I'd like to welcome you to the world of the savvy macrowave investor.

This book is a very hands-on companion to my best-selling first investing book, *If It's Raining in Brazil, Buy Starbucks*. In that book, I introduced the revolutionary concept of “macrowave investing”; and since the publication of that book, I have received countless requests from readers to illustrate, in a very hands-on way, just how to apply macrowave investing concepts to the day-to-day management of their individual portfolios.

This, of course, I am happy to do, and that is the purpose of this new book. In *When the Market Moves, Will You Be Ready?* I will walk you step-by-step through the savvy macrowave investor method. As you work through this book—which in many ways *is* a workbook—you will see that each chapter is followed by some review questions you will be asked to answer. I've also provided you with a set of some very interesting exercises that you will be asked to perform. Of course, you can choose *not* to perform these tasks and just keep reading—and that's just fine with me.

However, if I have learned anything in almost 20 years of teaching at one of the top-ranked business schools in the country, it is this: To truly master a set of ideas, you must do much more than simply, and passively, read about them. Instead, you must also *actively* test your reading comprehension and then logically apply that comprehension to very practical applications. That's the purpose of the review questions and investor exercises following each chapter.

As a final note, you certainly do not need to read my first book *If It's Raining in Brazil, Buy Starbucks* to benefit from this one. While I am sure you would enjoy and learn much from *If It's Raining in Brazil, Buy Starbucks*, this new book stands quite sturdily on its own. With that said, let's get to work!