



The Modern Baseball Card Investor

Jeff Hwang

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One of the most impressive manuscripts this industry has ever seen.

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In the wake of the great baseball card bubble of the late 1980s and early 1990s - a time period in which new baseball card issues were wildly overproduced - everybody *knows* that modern baseball cards are worthless, and that valuable cards are strictly a vintage thing. And yet, many of the most valuable cards of the last 40-50 years have been printed in the last five to ten years.

How is it possible that a Bowman Chrome Yasiel Puig card issued in the fall of 2013 sold for \$18,000 in January 2014, or that a Bowman Chrome Mike Trout card issued in 2009 sold for \$16,000 in February 2014? And how is it that two 1993 SP Derek Jeter rookie cards sold for \$32,500 each in December 2013, at a time when many other copies of the same card were running in the \$100-\$150 range?

Indeed, the investment profile of the modern baseball card and sports cards in general has improved dramatically over the past 20 years. In *The Modern Baseball Card Investor*, Jeff Hwang explains why, and shows you how you, too, can get in on the game. Key topics include:

The Value of Scarcity: Relative and absolute scarcity, pricing power, and leverage

The Baseball Prospecting Game: Betting on baseball's next big stars

Value Investing and the Gem Mint Game: A value investor's approach to the game

The Supply Chain and the Value Cycle: Examining the big picture and the other players in the game

Building Gems: Acquiring ungraded cards and building investment-grade assets

Other Sports: Football, basketball, and hockey cards.

And more!

If you have ever bought a baseball card, this book is for you.



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