

# Announcing Bull Bear Publishing

January 27, 2023

The *Aftershock* authors have changed Aftershock Publishing to **Bull Bear Publishing!**

## Why Bull Bear?

No, the *Aftershock* has not been cancelled. In fact, when it hits, we believe it will be even more severe than we first described in our *Aftershock* books, due to massive Fed money printing and government borrowing, past and future.

However, after the Covid Crisis, the market has changed dramatically and so must our investment strategy. The massive money printing and borrowing of the past has become much, much more massive.

For example, in 2015 the government borrowed less than \$500 billion. After Covid, the government borrowed close to \$3 trillion for two years and its annual borrowing will stay over \$1 trillion for the next ten years, according to the Congressional Budget Office. Money printing exploded as well. The government has reduced it recently, but with deficits like what we have coming up, they will be forced to print again.

Most importantly, Wall Street, instead of getting more fearful of these massively growing financial dangers, has decided to simply become much more delusional instead. This incredible level of government financial support and Wall Street delusion will very likely keep the market going up for at least a few more years.

Hence, we aim to **ride the Bull** as long as markets generally rise, and **dodge the Bear** later, when the bubbles eventually pop.

Again, we want to emphasize that these financial bubbles will not last forever. Massive money printing and borrowing will eventually cause significant inflation that forces interest rates to rise. At that point, additional money printing will only cause more inflation, the Fed will lose control, and the bubbles will pop.

**The beauty of the Bull Bear Strategy is that we don't have to be "right" to be successful.** If the bubbles never pop, we will simply keep making gains as the market continues to rise. And if the bubbles do begin to pop, we are constantly looking at key indicators to tell us when to move from interest-rate-sensitive assets (stocks and bonds) to gold and other non-interest-rate-sensitive investments.

Check out "A Look Ahead at 2023" which was just published on our home page:

<https://bullbearpublishing.com/home>