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A reminder of rule number one from [@mjmauboussin](#)

"The one job of an equity investor is to take advantage of gaps between expectations and fundamentals. Expectations reflect the future free cash flows a company must deliver to justify today's stock price.

Fundamentals capture the company's actual results. Tomorrow's outcomes that are different than today's perceptions lead to revisions in expectations that are the source of excess returns."

Source: Consilient Observer, One Job by Michael Mauboussin and Dan Callahan