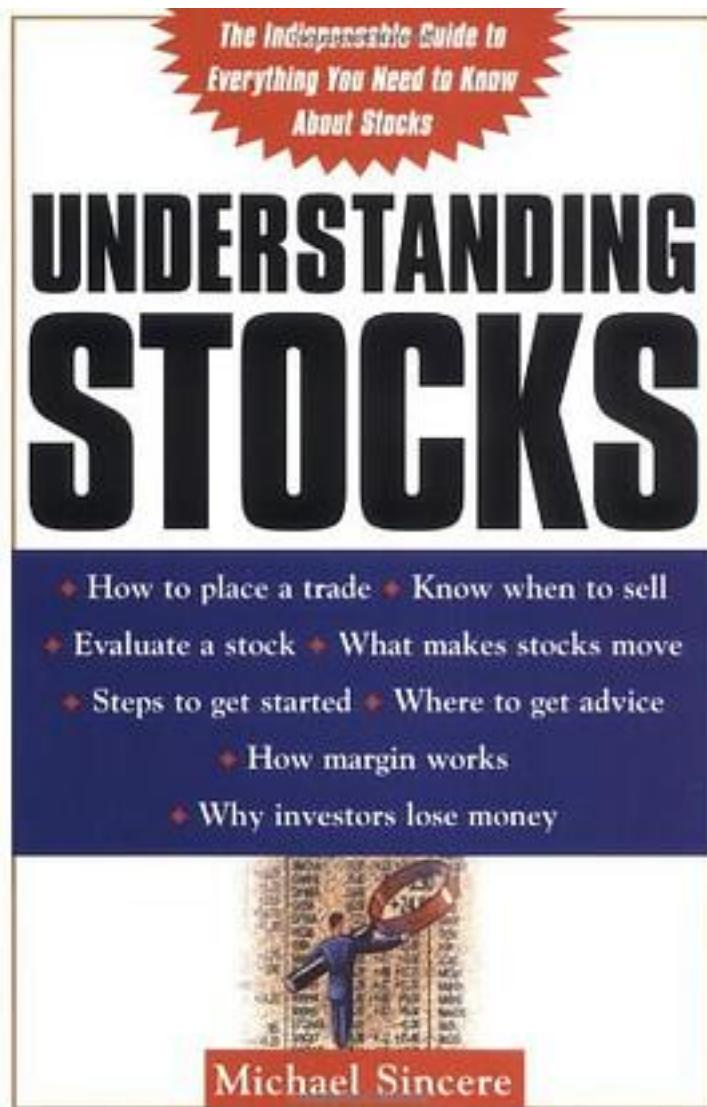


Understanding Stocks



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This is the first book for people who want to make serious money in the stock market without becoming an expert. History has proven that the surest road to long-term wealth is through investing in the stock market. And while you don't have to be a financial genius to invest well, you do have to care enough about your money to learn how the market works - what you must do to get started, when the best times are to invest your money, and what you must do to keep from being an easy mark for more sophisticated investors. "Understanding Stocks" tells you what you need to know. More than 50 quick, easy, and entertaining lessons on stocks and investing give you the information you need to become a solid and knowledgeable investor. Look to this engaging and no-nonsense investors' rulebook to learn: how to open an account, evaluate a stock, and place a trade; strategies for making money slow or fast, with the advantages and dangers of each; and, ten costly mistakes that are easy to make - and even easier to avoid. Money in the stock market flows to those who know what they are doing. Let "Understanding Stocks" put you on the right road to stock market wealth, and show you how to keep from losing your money before it's been given a chance to truly work for you.

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