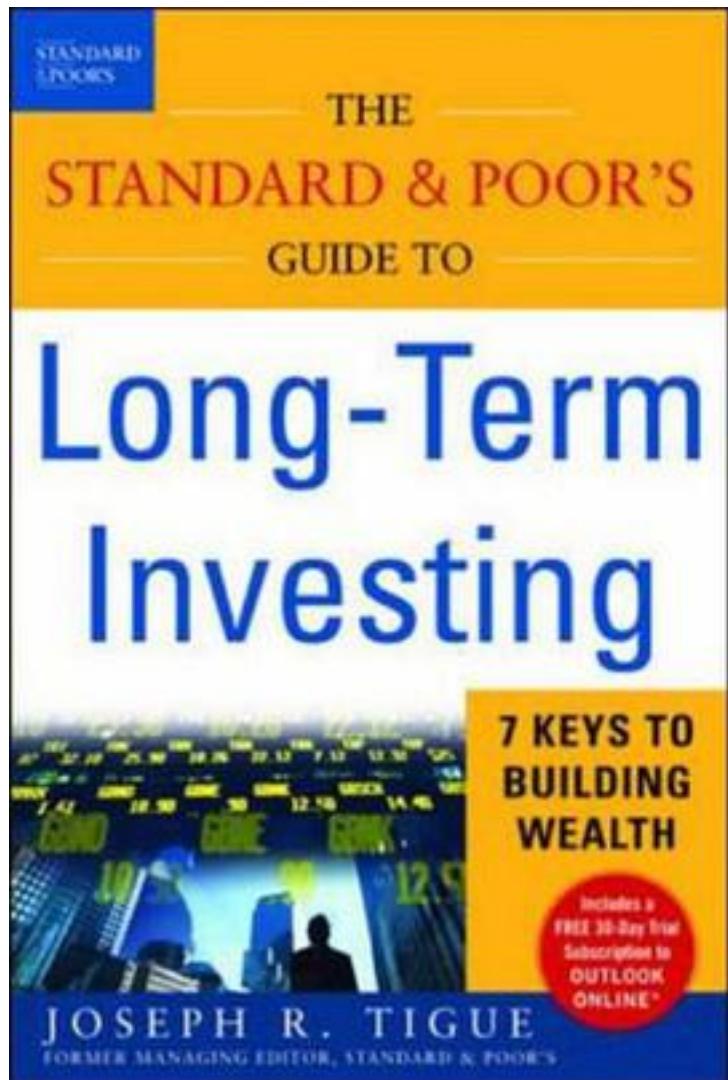


# The Standard and Poor's Guide to Long-term Investing



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This book contains seven steps to making money in today's stock market without risking what you already have. Despite recent stock market turmoil, history shows that stocks should still be central to every investor's long-term wealth building plan. So the question isn't whether you should be in the market, but what you must do to both protect yourself and improve your overall performance. "The Standard & Poor's Guide to Long-Term Investing" outlines a low-maintenance, seven-step program designed to help you build and protect wealth over the long term. From determining the best times to buy and sell to knowing who you can trust and what you should avoid at all costs, it explains: simple strategies for knowing what you are buying - and only buying what you know; straightforward methods for knowing if a stock is overvalued or selling at a discount; and all about asset allocation, dollar cost averaging, and other easy-to-follow approaches. Professional investors have known that the key to long-term investment success lies in following a disciplined, commonsense, and historically proven program. "The Standard & Poor's Guide to Long-Term Investing" reveals just such a program, and will show you how to begin laying a safe and solid path to a strong financial future. Standard & Poor's Press brings the impressive knowledge and resources of "Standard & Poor's" to some of today's most challenging financial issues. Other results-focused books in the series include: "The Standard & Poor's Guide for the New Investor"; "The Standard & Poor's Guide to Saving and Investing for College"; and "How Charts Can Help You in the Stock Market".

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