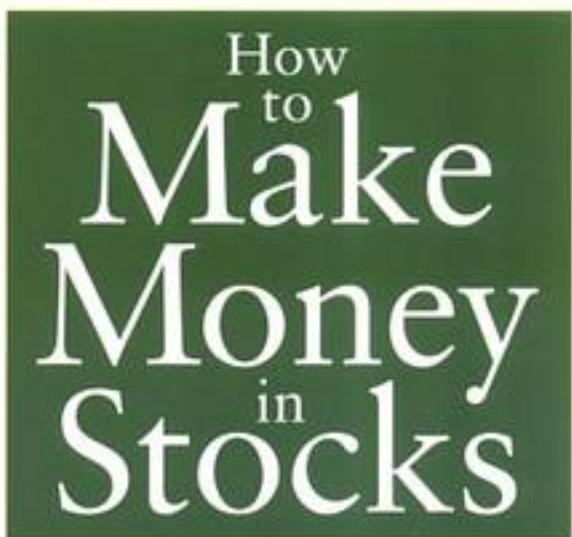


How to Make Money in Stocks

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著者:William J. O'Neil

出版者:McGraw-Hill Education

出版时间:1990-10

装帧:Paperback

isbn:9780070478930

This is a how-to book on making money in the stock market, whether the market is going up or falling or holding steady. What makes the book different is the author's own fantastic success as an investor. William O'Neil is founder and CEO of Investor's Daily, an up-and-coming competitor of The Wall Street Journal in delivering financial news and information to investors. O'Neil has used his stock market savvy to underwrite this ambitious effort. In *How to Make Money in Stocks*, O'Neil shows the reader when to buy and when to sell under a variety of market conditions. He provides the formula for his own success (based on an extensive study of the most successful stocks from 1953 to 1990) and translates it into practical advice for anyone interested in investing. He takes a broad view of investments. In addition to stocks, this book contains valuable tips on mortgages, retirement funds, savings accounts, real estate, IRAs, and mutual funds. O'Neil is down to earth and easy to read, so that novices as well as professionals will benefit from what he has to say. All in all, this book should have wide appeal among investors at all levels of sophistication. The beginner will learn how; the veteran will gain access to the secrets and strategies of one of their most successful colleagues.

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