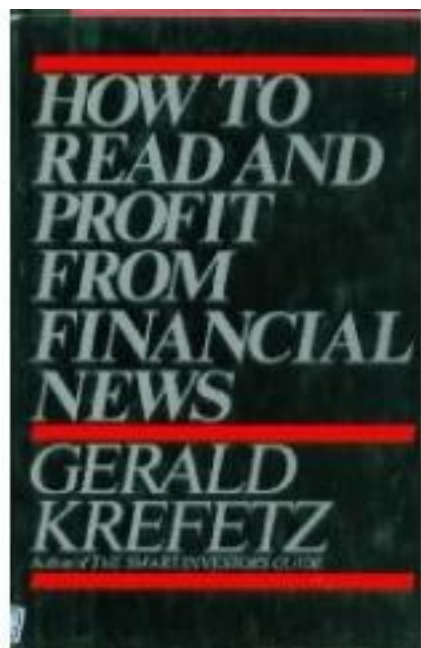


How to read and profit from financial news



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How much of today's financial page or morning business broadcast did you understand? Chances are, you found the glut of facts and figures too discouraging to tackle or, if you did make the effort, you came away wondering just how the price changes and emerging trends will affect your own life and finances. In the last decade, the language of money has changed dra-

matically. New words have been coined and old concepts have taken on new meanings. It is now imperative for everyone who earns a salary to understand the basics of finance if they are to keep abreast of the wealth of financial and economic news with which we are all confronted every day.

Most of the information you need to be a successful do-it-yourself investor is public knowledge. It is easily found in the press and news broadcasts, or it can be sought in the electronic world through personal computers and word processors.

The financial and business news is the bloodstream of the free enterprise system, heralding opportunities, warning of pitfalls.

There are, however, two major problems facing investors and potential investors. In this age of exploding information, how does one separate the useful from the useless; the information that is nice to know from that which you need to know? The abundance of news can be overwhelming, and a glut of information is almost as bad as not having any. How do you cope?

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