



All About Stocks, 3E (All About... (McGraw-Hill))

Esme Faerber

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Providing concise, clear answers to your most pressing stock-market questions, this thoroughly revised edition has been updated to address such timely issues as the role of exchange-traded funds, global investing, risk-adjusted returns, and the most effective ways to conduct online research and trading.

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- What stocks are, and why you should own them
- How to use the Internet to develop buying and selling strategies
- How fundamental and technical analysis can help you find undervalued stocks
- What mutual funds are, how they work, and which are right for you
- How stocks fit within the asset allocation framework
- Simple strategies for assembling a high-growth, low-risk, diversified portfolio
- Trades to increase your safety during turbulent markets

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