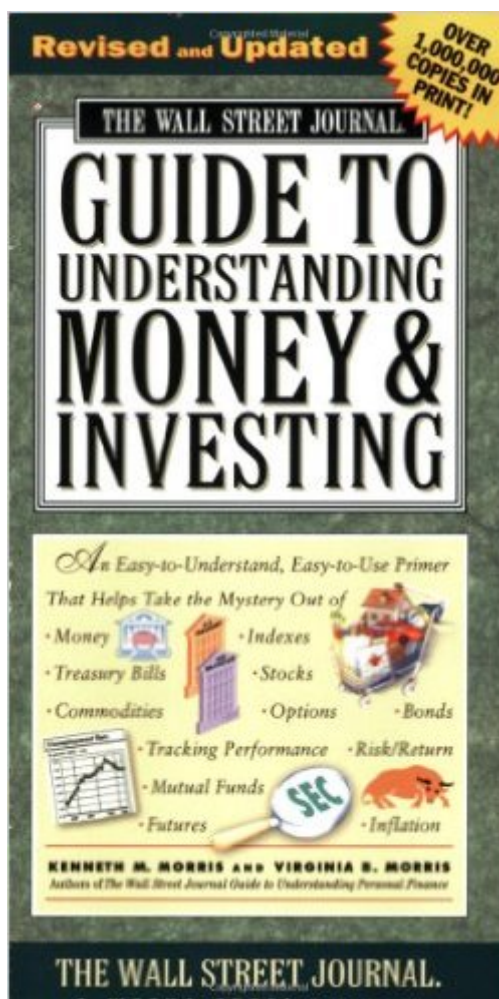


The book was found

The Wall Street Journal Guide To Understanding Money And Investing



Synopsis

The Wall Street Journal Guide to Understanding Money & Investing initiates you into the mysteries of the financial pages -- buying stocks, bonds, mutual funds, futures and options, spotting trends and evaluating companies. For those who are curious but intimidated by everyday financial jargon, this guide offers a literate, forthright and lively alternative.

Book Information

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Customer Reviews

To me a guide from a brand name source like The Wall Street Journal should always elucidate and never mislead. If this book were called a dictionary of money and investing, I would give it a five star rating. For it works well as a dictionary. In fact, it is better than a dictionary because the explanations are clearer, more detailed, and better illustrated. In the sections on what money, stocks, bonds, mutual funds, and economic indicators are, the book functions as that five star dictionary. Within each section beginning with stocks, the "guide" also begins to guide you in subtle ways that can cause you harm. Let me cite a few examples. The guide seems to suggest that when the market is going up, a company's earnings are doing well, and interest rates are not rising that is a good time to buy a stock. The illustrated graph seems to show other times when it is good not to buy stocks. As such, it suggests the mentality of buying and selling stocks to catch cycles. Yet research has shown that few people can master that process, so those who try will tend to do less well than those who buy and hold. Another example is in failing to discuss the role of management fees, expenses, portfolio turnover, and diversification on which mutual fund to pick. As John Bogle shows in *Common Sense on Mutual Funds*, these are very important factors to consider. Yet they

are not defined or cited. The book also teaches people a little about short selling, commodities, futures, and other exotic investments. The book fails to point out that these are well beyond the skill of the average investor, and that many people get hurt in these areas.

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