



Trading For Dummies

Michael Griffis, Lita Epstein

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When people think of stock trading, they often think of the glory days of the Internet, when stocks just kept going up and everyone seemed to be making a fortune. Since the bubble burst, many people are scared of investing in the stock market. Sure, stocks are risky—just like any other investment—but with the right knowledge and tactics, there's still money to be made.

Trading For Dummies isn't about high-risk, fast-paced day trading. It's a simple, straightforward guide to the ins and outs of stock investing that offers a measured, level-headed approach to trading. You'll learn the basics of portfolio management, measuring stock value, market analysis, and much more—all with a focus on risk reduction and steady profits. Inside you'll learn how to:

- Understand market cycles
- Choose a great broker
- Master technical analysis
- Manage your risk exposure
- Build a balanced portfolio

This friendly guide presents the kind of honest advice you won't find in the typical get-rich-quick books on trading. Full of practical tips and tactics—as well as hardnosed insider advice—this handy resource shows you how to build a strong, balanced, and profitable portfolio. Whether you want to save up for your retirement or pay for college, *Trading For Dummies* will show you how to:

- Prepare yourself with the right tools and information
- Develop your own custom trading strategy
- Analyze companies and stocks
- Understand all the exchanges and markets
- Understand broker fee structures
- Analyze market behavior
- Decipher income statements, balance sheets, and ratios
- Read charts and graphs
- Spot trends and profit from them

This book has all the tools and honest advice novice stock traders need to get set-up quickly and safely. Basic strategies and stock valuation methodologies let you control your risk exposure and make wise decisions. *Trading For Dummies* includes everything new traders need with advice on every type of stock or derivative, every kind of trade, and every popular strategy.

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