

LEARNING OBJECTIVES

Want to make money in stocks without losing your shirt? This practical guide gives you proven strategies for weathering the current economic crisis and for selecting and managing profitable investments in either a bear or bull market. You'll navigate the new economic landscape and choose the right stocks for different situations — and you'll find fresh real-world examples that show you how to maximize your returns.

- Get started with the basics — understand stock value, assess your finances, set your investing goals, and know your investing style
- Recognize the risks — explore different kinds of risk and weigh risk against return
- Make informed investing decisions — research stocks, understand growth and income investing, and use basic economics to improve your stock strategy
- Build a strong foundation for your portfolio — investigate industries, evaluate a company's financial health, and understand the effect of politics/government on stock investing
- Capitalize on emerging sector opportunities — from precious metals to alternative energy, discover the hot sectors that will make your portfolio thrive
- Build (and hold on to) your wealth — get expert tips and tactics for utilizing brokerage orders, buying with fewer costs, and keeping the taxman at bay

TOPICS COVERED

CHAPTER 1 – SURVEYING THE WORLD OF STOCK INVESTING.

- Understanding the basics
- Preparing to buy stocks
- Knowing how to pick winners
- Boning up on strategies and tactics

CHAPTER 2 - TAKING STOCK OF YOUR CURRENT FINANCIAL SITUATION AND GOALS.

- establishing a starting point by preparing a balance sheet
- Funding your stock program
- Setting your sights on your financial goals

CHAPTER 3 - DEFINING COMMON APPROACHES TO STOCK INVESTING.

- Matching stocks and strategies with your goals
- Investing for the future
- Investing for a purpose
- Investing for your personal style

CHAPTER 4 - RECOGNIZING RISKS AND VOLATILITY.

- Exploring different kinds of risk
- Getting the Scoop on Volatility
- Minimizing Your risk

CHAPTER 5 – STOCK INVESTING THROUGH EXCHANGE- TRADED FUNDS

- Comparing Exchange-Traded Funds and Mutual Funds
- Choosing an Exchange Traded Fund
- Taking Note of Indexes

CHAPTER 6 - GATHERING INFORMATION.

- Looking to stock exchanges for answers
- Understanding stocks and the companies they represent
- Staying on top of financial news
- Reading (and understanding) stock tables
- Using news about dividends
- Evaluating investments tips

CHAPTER 7 - GOING FOR BROKERS.

- Defining the broker's role
- Distinguishing between full-service and discount brokers
- Choosing a broker
- Discovering various types of brokerage accounts
- Judging brokers' recommendations

CHAPTER 8 - INVESTING FOR LONG TERM GROWTH.

- Becoming a value-oriented growth investor
- Choosing growth stocks with a few handy tips
- Exploring small caps and speculative stocks

CHAPTER 9 - INVESTING FOR INCOME – DIVIDEND PAYING STOCKS.

- Understanding the basics of income stocks
- Analyzing income stocks
- Exploring some typical income stocks

CHAPTER 10 – UNDERSTANDING TECHNICAL ANALYSIS FOR STOCK INVESTORS.

- Comparing Technical Analysis and Fundamental Analysis
- Staying on top of trends
- Getting the Scoop on technical charts
- Surveying technical indicators for stock investors

CHAPTER 11 - USING BASIC ACCOUNTING TO CHOOSE WINNING STOCKS.

- Recognizing value when you see it
- Accounting for value

CHAPTER 12 - DECODING COMPANY DOCUMENTS.

- Getting a message from the bigwigs: the annual report
- Getting a second opinion
- Compiling your own research department

CHAPTER 13 – EMERGING SECTOR AND INDUSTRY OPPORTUNITIES

- Telling the difference between a sector and an industry
- Interrogating the sectors and industries
- Outlining key sectors and industries

CHAPTER 14 – SMALL CAP STOCKS, IPO'S, AND MOTIF INVESTING.

- Exploring small caps
- Investigating IPO's
- Getting the scoop on Motif investing

CHAPTER 15 – THE BIG ECONOMIC AND POLITICAL PICTURE.

- Tying Together politics and stocks
- Poking into political resources

CHAPTER 16 – DISCOVERING SCREENING TOOLS.

- Understanding the basics of screening tools
- Touring a stock screening tool
- Checking out an ETF screening tool

CHAPTER 17 – UNDERSTANDING BROKERAGE ORDERS AND TRADING TECHNIQUES.

- Check out brokerage orders
- Buying on margin
- Going short and coming out ahead

CHAPTER 18 – USING TRADING TRIGGERS AND ADVANCED CONDITIONAL ORDERS.

- Trying Trade Triggers
- Considering Advanced Conditional Orders

CHAPTER 19 - GETTING A HANDLE ON DPPs, DRPs, AND DCA . . . PDQ.

- Going straight to direct purchase programs
- Delving into dividend reinvestment plans
- The one-two punch: dollar cost averaging and DRPs

CHAPTER 20 - CORPORATE SKULLDUGGERY: LOOKING AT INSIDER ACTIVITY.

- Tracking insider trading
- Looking at insider transactions
- Considering corporate stock buybacks
- Stock splits: nothing to go bananas over

CHAPTER 21 - KEEPING MORE OF YOUR MONEY FROM THE TAXMAN.

- Paying through the nose: the tax treatment of different investments
- Sharing your gains with the IRS
- Discovering the softer side of the IRS: tax deductions for investors
- Taking advantage of tax-advantaged retirement investing

CHAPTER 22 - TEN INDICATIONS OF A GREAT STOCK

- The company has rising profits
- The company has rising sales
- The company has low liabilities
- The stock is at a bargain price
- Dividends are growing
- The market is growing
- The company is in a field with a high barrier to entry
- The company has a low political profile
- The stock is option able
- The stock is benefiting from favorable megatrends.

CHAPTER 23 - TEN WAYS TO PROFIT IN A BULL MARKET

- Find good stocks to buy
- Hunt for dividends
- Unearth gems with bond ratings
- Rotate your sectors
- Go short on bad stocks
- Carefully use margin
- Buy an call option
- Write a covered call option
- Write a put option to generate income
- Be patient

CHAPTER 24 - TEN INVESTMENTS AND STRATEGIES THAT GO GREAT WITH STOCKS

- Covered call options
- Put options
- Cash
- EE savings bonds
- I bonds
- Sector mutual funds
- Motif investing
- Bearish exchange traded funds
- Dividend yield exchange traded funds
- Consumer staples exchange traded funds