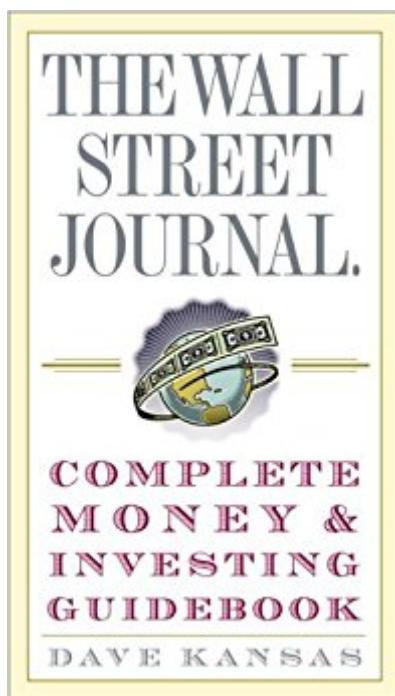


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# The Wall Street Journal Complete Money And Investing Guidebook (The Wall Street Journal Guidebooks)



## Synopsis

Unravel the Mysteries of the Financial Marketsâ "the Language, the Players, and the Strategies for Success Understanding money and investing has never been more important than it is today, as many of us are called upon to manage our own retirement planning, college savings funds, and health-care costs. Up-to-date and expertly written, The Wall Street Journal Complete Money and Investing Guidebook provides investors with a simpleâ "but not simplisticâ "grounding in the world of finance. It breaks down the basics of how money and investing work, explaining:â ¢ What must-have information you need to invest in stocks, bonds, and mutual funds â ¢ How to see through the inscrutable theories and arcane jargon of financial insiders and advisers â ¢ What market players, investing strategies, and money and investing history you should knowâ ¢ Why individual investors should pay attention to the economy Written in a clear, engaging style by Dave Kansas, one of Americaâ "TM's top business journalists and editor of The Wall Street Journal Money & Investing section, this straightforward book is full of helpful charts, graphs, and illustrations and is an essential source for novice and experienced investors alike. Get your financial life in order with help from The Wall Street Journal. Look for:â ¢ The Wall Street Journal Complete Personal Finance Guidebook â ¢ The Wall Street Journal Personal Finance Workbookâ ¢ The Wall Street Journal Complete Real Estate Investing Guidebook

## Book Information

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## Customer Reviews

Neither a hands-on investment manual nor a basic introduction to investing, Kansas's book straddles the divide between those two extremes, but has trouble finding a comfortable spot. Kansas tries too hard to reach casual readers, as when he compares the New York Stock Exchange to a lemonade stand or a trading specialist to a traffic cop, two simple analogies that give way to a stream of jargon and technical details that may overwhelm readers unfamiliar with big finance. Luckily, Kansas never strays far from the wry humor he uses to enliven the finer points. For example, in a discussion of the high risks of venture capital, Kansas writes, "Venture capital is a lot as its name applies, though one is tempted to place 'ad' before 'venture.'" The book isn't afraid to wade into controversies such as Henry Blodgett's questionable stock recommendations, and at its best it feels as though an experienced financial journalist is gossiping with the reader over drinks. As its title suggests, this book is a primer, providing backgrounds on every major type of investment or financial activity, with a pleasing economy of style that incorporates sidebars for people seeking more in-depth information on how to read stock listings or the history of the Dow Jones Industrial Average. The ideal reader of this book isn't a total financial novice, but readers with an at least cursory understanding of trading, investments and economics will find Kansas' book a rewarding read. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Dave Kansas is editor of The Wall Street Journal's Money & Investing section and the author of The Street.com Guide to Smart Investing in the Internet Era. He lives in New York City.

Since our educational system does a poor job teaching individuals about money and investing, I suggest this book. It will teach you everything you need to know about investing in stocks, bonds, mutual funds and real estate.

This book has been an excellent starting point for me to learning the complexities of the world of finance. It will give the uninformed an excellently organized overview of all the places an average investor could potentially put his money along with the potential risks that come with any individual section of the financial market. Plus at the end of every chapter, it gives suggested reading for gaining a more thorough understanding of each segment. My wish list has grown exponentially, but I am excited to take a more active role in my financial future. Couldn't be more pleased with the book.

A basic but very helpful guide to finance and markets. Spells out intimidatingly complex concepts and financial instruments in digestible terms. Can be tedious at times but a great read to aid

financial literacy.

Great book with actual facts and figures for investing. One of the best financial guide I have read.

Nobody does it better that the Wall Street Journal.

A bit dated now, it was written before the 2008 bubble. Still helpful for general ideas

The information provided in The Wall Street Journal Complete Money and Investing Guidebook gives a comprehensive look at the structure of financial markets. The title of this book can be misleading given that the information presented does not offer a guide on "how" to invest, merely a full scope of the elements of financial markets. This would be tantamount to an auto and driving book with a focus on the engine and instruments of the car as well as the highway and road systems, but not on the operation of the car itself. There is considerable importance in understanding the design of the financial markets and this book easily achieves success in this area; however, in terms of investment advice, this book represents only an initial foundation of knowledge. For those with an interest in the historical background of financial markets and systems this book will be as enjoyable as it is informative. One also will acquire the full scope of financial terms needed to speak intelligently in the finance world. The presentation of the material is done quite well with an abundance of imagery. I would recommend The Wall Street Journal Complete Money and Investing Guidebook as a starter on the subject of finance and to anyone seeking to understand the fundamentals of the market.

Very easy read for those who known nothing to little about the financial system. If you are looking for a book on how to invest this is not it; this simply provides an easy to understand overview of all the investment options available. Also lists resources and others readings if you wish to get deeper into a topic. Only downfall is that it is about 6 years out of date, but most everything still applies. Highly recommend to anyone who is in high school, college, or just beginning to invest.

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