

Contents at a Glance

<i>Introduction</i>	1
<i>Part I: The Essentials of Stock Investing</i>	9
Chapter 1: Welcome to the World of Stock Investing	11
Chapter 2: Taking Stock of Your Current Financial Situation and Goals	19
Chapter 3: Defining Common Approaches to Stock Investing	37
Chapter 4: Recognizing the Risks	47
Chapter 5: Say Cheese: Getting a Snapshot of the Market with Indexes	63
<i>Part II: Before You Start Buying</i>	75
Chapter 6: Gathering Information	77
Chapter 7: Going for Brokers	97
Chapter 8: Investing for Growth	109
Chapter 9: Investing for Income	123
Chapter 10: Getting a Grip on Economics	137
<i>Part III: Picking Winners</i>	149
Chapter 11: Using Basic Accounting to Choose Winning Stocks	151
Chapter 12: Decoding Company Documents	167
Chapter 13: Analyzing Industries	179
Chapter 14: Emerging Sector Opportunities	189
Chapter 15: Money, Mayhem, and Votes	203
<i>Part IV: Investment Strategies and Tactics</i>	213
Chapter 16: Choosing between Investing and Trading	215
Chapter 17: Selecting a Strategy That's Just Right for You	225
Chapter 18: Understanding Brokerage Orders and Trading Techniques	235
Chapter 19: Getting a Handle on DPPs, DRPs, and DCA . . . PDQ	251
Chapter 20: Corporate Skullduggery: Looking at Insider Activity	261
Chapter 21: Keeping More of Your Money from the Taxman	273

<i>Part V: The Part of Tens</i>	285
Chapter 22: Ten Ways to Profit before the Crowd Does.....	287
Chapter 23: Ten (Or So) Ways to Protect Your Stock Market Profits	293
Chapter 24: Ten Red Flags for Stock Investors	299
Chapter 25: Ten Challenges and Opportunities for Stock Investors	305
<i>Part VI: Appendixes</i>	311
Appendix A: Resources for Stock Investors	313
Appendix B: Financial Ratios.....	329
<i>Index</i>	339