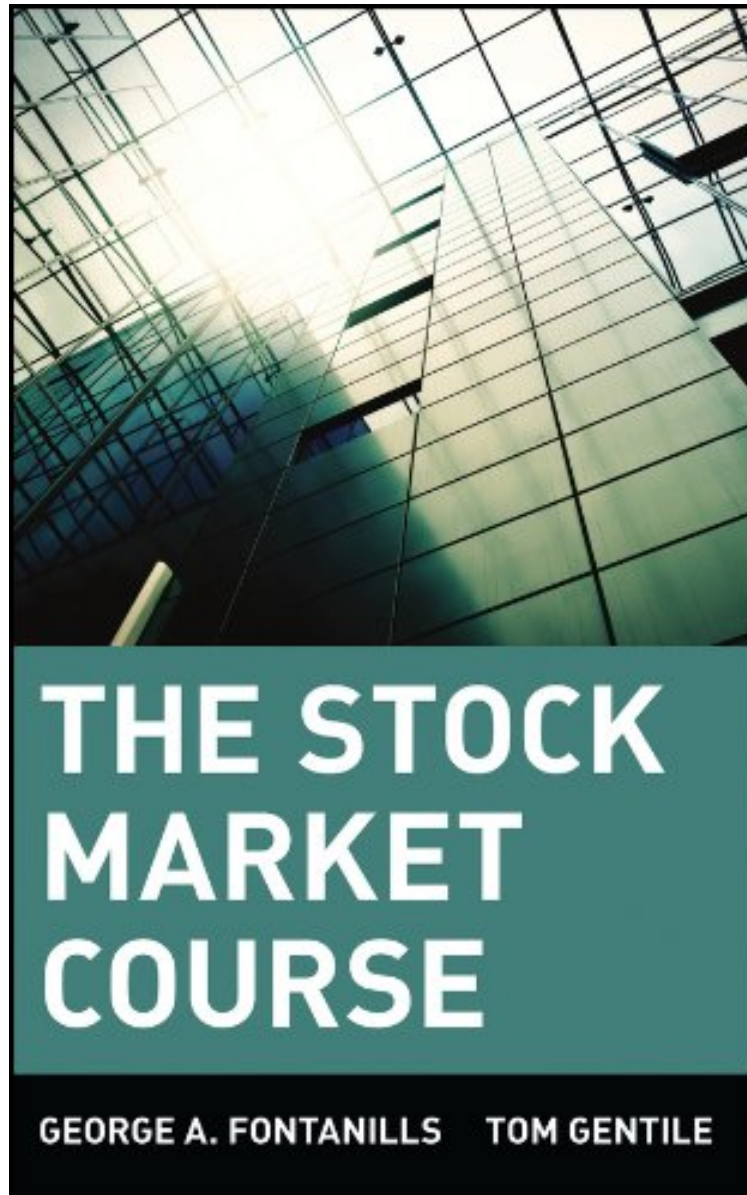


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The Stock Market Course (Wiley Trading)

George A. Fontanills, Tom Gentile
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From the Inside Flap"Bottom line, you will pay to learn this business one way or another. The biggest problem with learning the hard way is that it will kill your ego (and your account) very quickly."-George Fontanills George Fontanills is one of the world's most respected traders and one of the most sought-after advisors to top financial institutions and trading firms. But he was by no means an overnight success. Fontanills learned the art and science of trading the markets the hard way-through a difficult and costly series of trials and errors. One of the most important lessons his early trading experiences taught him was that the first job of every novice trader is to acquire as thorough an education as possible about the ins and outs of the markets. In writing this book, George Fontanills's aim was to help beginners avoid the pain and expense of learning the trading game the hard way, by providing them with a solid foundation in the fundamental and technical aspects of trading stocks and other major investments. A complete, step-by-step guide, The Stock Market Course covers all the bases, from mastering market terminology to performing technical analysis. Writing in plain English and using a minimum of technical jargon, Fontanills and his coauthor, Tom Gentile: * Evaluate the risks and benefits of stocks versus other forms of investment * Help you to determine if trading is right for your personality and lifestyle * Familiarize you with the basic rules and mechanics of stock investment * Clearly define stock market terms, concepts, and procedures * Acquaint you with all major investment instruments, including stocks, bonds, mutual funds, indexes, and options * Help you decide if you should work with a broker, what type is best for you, and how to find one you can work with * Show you how to pick stocks suited to your needs and research the companies involved * Teach you how to analyze markets and to develop winning entry and exit strategies * Arm you with proven risk management techniques * School you in the basics of market psychology and sentiment analysis The next best thing to having a top investment coach by your side every step of the way, The Stock Market Course helps you transform your dream of success as a stock trader into a golden reality.From the Back CoverPraise for The Stock Market Course "An essential guide for anyone who wants to avoid getting burned in the stock market. This book tells you how to make money and how not to lose it. Risk management is something that institutional investors have long employed to limit their losses and boost their long-term gains. This book explains risk thoughtfully and enjoyably."-Michael Molinski, Mutual Funds Editor and International Editor, CBSMarketWatch "An excellent book that explains all of the critical factors that affect your investments. Comprehensively discusses how to analyze companies and markets. The simple descriptions paired with valuable online resources allow the reader to obtain critical information for making investing decisions. With the breadth of this coverage, you can't help but learn something new!"-Victoria Vestal, Yahoo! Finance "Fontanills and Gentile have written the comprehensive stock market book-stuff you want to know now, stuff you'll have to know later. 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Herring, and TheStreet.com, and appears on Bloomberg, CNNFN, and CNBC. His other bestselling books include Trade Options Online, The Options Course, and The Options Course Workbook. TOM GENTILE is Chief Operations Strategist for the Global Investment Research Corp. and Optionetics.com, and is also a contributing writer in numerous publications, including Fortune, Barron's, and the Wall Street Journal. He is George Fontanills's trading partner and coinstructor at Optionetics seminars. He is currently hard at work with George on a new book entitled The Volatility Course, to be published by John Wiley Sons in 2002.