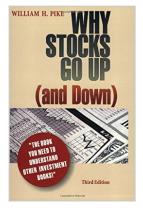
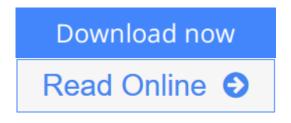
Why Stocks Go Up (and Down)



By William H. Pike



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An in-depth introduction to stock and bond investments. Assumes the reader has no prior background. Covers in narrative form with examples: fundamentals of financial statements, financial ratios, primary and secondary offerings, price/earnings ratios, commonly misunderstood terms such as "capitalize", "equity", "cash flow", "diluted earnings" and more. Book is not just a glossary, but explains things in depth

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Editorial Review

Review

Why Stocks Go Up (and Down) provides a sound understanding of the fundamentals of investing in stocks and bonds. The book details the basics of financial statements, public offerings, price/earnings ratios, cash flow, and more. It presents the knowledge that is necessary to get the most from many other excellent investment books which attempt to convey wisdom without first conveying adequate background knowledge. Used by the Boston Security Analyst's Society, the Los Angeles Society of Financial Analysts, and others in their introductory courses, this book lives up to its subtitle, "The book you need to understand other investment books." -- *From the Publisher*

About the Author

Bill Pike is a former stock and bond fund manager at Fidelity Investments. He has taught the Boston Security Analysts' Society's introductory investments course for over 15 years. He is an M.I.T graduate with an M.B.A. from Columbia.

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