



Principles of Investing: A Complete Introduction to Stock Ownership, Basic Valuation, and Risk Assessment

By Adam Love

Garden Road Publishing, United States, 2013. Paperback. Book Condition: New. 214 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****.2014 Axiom Business Book Awards Bronze Medal Winner-Personal Finance Investing is about asking questions. What are you really buying? Does it have value? Is that value worth more, or less than the price you pay? To answer these questions you need to look beyond share price. How much equity do shareholders own today? How much is the company earning? What are their profit margins? What variables influence their costs? How much equity is tangible? What s the cash flow? Is that dividend sustainable? What s the value for shareholders in the future? Few investors take the time to understand what they are buying or selling; to ask the important questions. Failing to look beyond share price, they find themselves at the mercy of the short term market, ready to sell almost immediately after they buy. Principles of Investing delivers a clear and rational introduction to investing in the stock market, with an emphasis on financial comprehension and the importance of understanding risk. This approach highlights the difference between price and value, and familiarizes the reader with...



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