



## Investing 101

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By Kristof, Kathy

Bloomberg Press, 2000. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service!  
Summary: Introduction Chapter 1: Exorcising Your Demons Finding and fixing the psychological ills that keep us from investing wisely. Chapter 2: Risk and Reward The basics about how taking a few risks can reap long-term benefits. Chapter 3: Your Starting Point How to allocate your assets based on your goals. Chapter 4: Diversification Dividing your assets among investment categories is easier when you think about what different types of investments can do for you. Here are the categories, and the choices within them. Chapter 5: Picking Individual Stocks Using fundamental indicators of value to pick good stocks, including guidance on reading a financial statement and tips on finding financial information on the Web. Chapter 6: Tough Sell How to figure out when it's time to call it quits with an investment. Chapter 7: Investing in Bonds Where to put bonds in your portfolio and which bonds to choose. Chapter 8: Mutual Funds A primer on mutual funds, from what they are to where to find one to suit your needs. Chapter 9: Socially Responsible Investing What social investing is about and how to find...



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