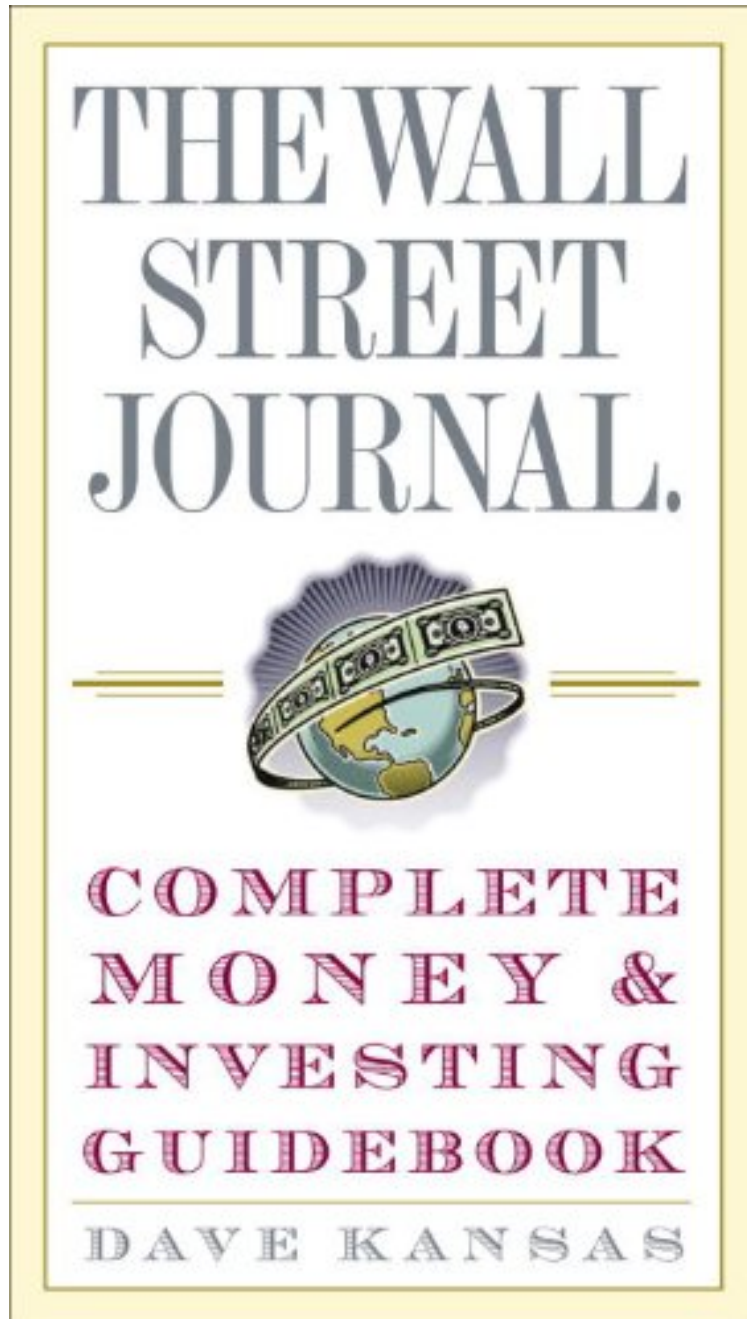


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Unravel the Mysteries of the Financial Markets—the Language, the Players, and the Strategies for Success
Understanding money and investing has never been more important than it is today, as many of us are called upon to manage our own retirement planning, college savings funds, and health-care costs. Up-to-date and expertly written, *The Wall Street Journal Complete Money and Investing Guidebook* provides investors with a simple—but not simplistic—grounding in the world of finance. It breaks down the basics of how money and investing work, explaining: What must-have information you need to invest in stocks, bonds, and mutual funds; How to see through the inscrutable theories and arcane jargon of financial insiders and advisers; What market players, investing strategies, and money and investing history you should know; Why individual investors should pay attention to the economy. Written in a clear, engaging style by Dave Kansas, one of America's top business journalists and editor of *The Wall Street Journal* Money Investing section, this straightforward book is full of helpful charts, graphs, and illustrations and is an essential source for novice and experienced investors alike. Get your financial life in order with help from *The Wall Street Journal*. Look for: *The Wall Street Journal Complete Personal Finance Guidebook*; *The Wall Street Journal Personal Finance Workbook*; *The Wall Street Journal Complete Real Estate Investing Guidebook* From the Trade Paperback edition.

From Publishers Weekly Neither a hands-on investment manual nor a basic introduction to investing, Kansas's book straddles the divide between those two extremes, but has trouble finding a comfortable spot. Kansas tries too hard to reach casual readers, as when he compares the New York Stock Exchange to a lemonade stand or a trading specialist to a traffic cop, two simple analogies that give way to a stream of jargon and technical details that may overwhelm readers unfamiliar with big finance. Luckily, Kansas never strays far from the wry humor he uses to enliven the finer points. For example, in a discussion of the high risks of venture capital, Kansas writes, "Venture capital is a lot as its name applies, though one is tempted to place 'ad' before 'venture.'" The book isn't afraid to wade into controversies such as Henry Blodgett's questionable stock recommendations, and at its best it feels as though an experienced financial journalist is gossiping with the reader over drinks. As its title suggests, this book is a primer, providing backgrounds on every major type of investment or financial activity, with a pleasing economy of style that incorporates sidebars for people seeking more in-depth information on how to read stock listings or the history of the Dow Jones Industrial Average. The ideal reader of this book isn't a total financial novice, but readers with an at least cursory understanding of trading, investments and economics will find Kansas' book a rewarding read. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Dave Kansas is editor of *The Wall Street Journal*'s Money Investing section and the author of *The Street.com Guide to Smart Investing in the Internet Era*. He lives in New York City.