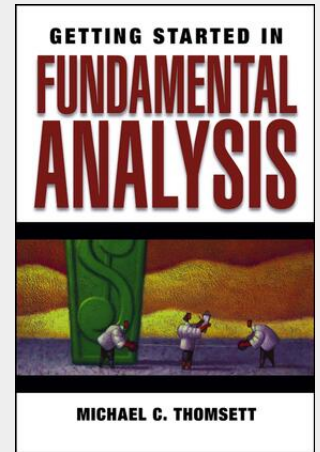


Getting Started in Fundamental Analysis

An accessible introduction to FUNDAMENTAL ANALYSIS GETTING STARTED IN FUNDAMENTAL ANALYSIS If you've picked up this book, you probably recognize the value of fundamental analysis, but aren't sure that you can master it. With Getting Started in Fundamental Analysis as your guide, you'll quickly become familiar with the key concepts of this discipline and learn how to put them into action in the real world. Getting Started in Fundamental Analysis contains important insights that can help you manage risk and make more informed investment decisions. Each chapter is filled with a variety of relevant illustrations, examples, and definitions that bring important concepts to life. Written in a non-technical format that's easy to follow, Getting Started in Fundamental Analysis provides valuable coverage of: * The audited statement * Finding financial information online * The process of confirmation * Balance sheet and income statement ratios * The P/E ratio and how to use it * How the combination of fundamental analysis with technical methods creates a powerful strategy Straightforward and accessible, Getting Started in Fundamental Analysis is not just an introduction to a range of analytical tools collectively called fundamental analysis. It's designed to help you put those tools to work in identifying risk levels, making valid and reliable comparisons, and picking stocks for your portfolio. It is this activity--deciding which stocks to buy, how long to hold them, and when to sell--that lies at the center of a successful and profitable investment program.

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