



Why Stocks Go Up (and Down)

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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