

How to make money in stocks : a winning system in good times or bad

By William J. O'Neil

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Written by a man with superb credentials in the marketplace (O'Neil runs his own investment advisory service and heads up The Wall Street Journal), this brilliant book is an excellent investment guide that applies worldwide.

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Editorial Review

Amazon.com Review
From the school of unemotional investing comes the classic *How to Make Money in Stocks*, by Wall Street analyst and publisher William O'Neil. Readers new to securities will find it an excellent primer, one that relies on time-honored indicators such as quarterly earnings, market capitalization, and daily indexes. O'Neil's study of winning stocks stretches back to the 1960s, and he shares his insights here, describing what characterizes a growth stock, when to cut your losses (at 7 or 8 percent, no more), and how to spot a market top.

The techniques in *How to Make Money in Stocks* are hardly revolutionary, but therein lies their strength, as O'Neil claims his is "a winning system in good times or bad." Investors interested in Net stocks might be disappointed--the author's first rule is that a company must show a pattern of growing profits, which disqualifies many dot coms. (Try *Rule Breakers, Rule Makers* for a different take.) O'Neil's approach to stocks is, above all, rational, and he pays little heed to market hype.

Those new to investing would do well to read this book before embarking, and even more seasoned traders may find *How to Make Money in Stocks* a refreshing return to basics. Markets may swing bull and bear, but O'Neil promises to stand firm. --*Demian McLean*

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