



## Stock Market Rules

By Sheimo, Michael D.

Book Condition: New. Publisher/Verlag: McGraw-Hill Professional | 50 of the Most Widely Held Investment Axioms Explained, Examined, and Exposed | 50 RULES FOR BEATING THE STREET IN ANY MARKET CONDITIONS INVESTING The go-to stock-investing guide for more than a decade, Stock Market Rules gives you the knowledge and clarity you need to invest like the wizards of Wall Street. This proven guide reveals the unwritten rules on which Wall Street investors have long relied to help you draw outsized profits even in volatile markets. Stock Market Rules, Fourth Edition, analyzes 50 maxims to show you which ones work, which ones used to work but don't anymore, and which ones are, and always have been, dangerously wrong. Examples include: RULE 6: It's Always a Bull Market--"There will always be a long-term buying bias to the stock market because if there isn't, the market will cease to exist," Sheimo writes. RULE 22: Buy the Stock That Splits--After explaining the mechanics of a stock split and reviewing post-split behavior of specific stocks, Sheimo determines that a split alone is no reason to buy a stock. RULE 48: There's Always a Santa Claus Rally--"There is a repetitive tendency of the stock market to rally..."



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