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## **Grey House Publishing announces the Spring 2011 Edition of *TheStreet Ratings' Ultimate Guided Tour of Stock Investing***

Grey House Publishing is proud to announce the publication of the Spring 2011 Edition of *TheStreet Ratings' Ultimate Guided Tour of Stock Investing*.

Grey House's new Financial Ratings Series combines the strength of Weiss Ratings and TheStreet Ratings to offer the library community with a single source for financial strength ratings and financial planning tools covering Banks, Credit Unions, Insurers, Mutual Funds and Stocks. The financial strength ratings from Weiss Ratings & TheStreet Ratings provide accurate, independent information that library patrons need to make informed decisions about their financial planning.

All of TheStreet Ratings' Guides are published quarterly, employ an easy-to-use, A-F rating system (similar to school grading systems), and contain more comprehensive and up-to-date ratings than those offered by any of their competitors. This Spring 2011 edition of *The Street.com Ratings' Ultimate Guided Tour of Stock Investing* offers a straight-forward introduction to investing in the stock market, along with ratings and analyses of over 6,000 stocks

*The Street.com Ratings' Ultimate Guided Tour of Stock Investing* is divided into three parts containing 20 chapters, in addition to a lengthy introductory section and a thorough Appendix, a Glossary, and an Index of Stock Ratings. Throughout the book, special signs highlight tips and techniques, such as "Be on the Lookout," which provides cautionary advice to the reader, "Survival Tip," which offers tips, easy-to-remember rules and techniques, and "Deserves Another Look," which outlines good news and highlights new developments.

Part one, **Know the Jungle**, features four chapters that introduce the reader to some basic information about stock investing and stock market indexes. Subjects include: Diversify your Portfolio!, Dividend Payments, How Do You Make Money Investing in Stock?, Define Your Stock Market Index, Learn How to Read the Clues, Retirement Savings, and more. Chapter 3 features summaries of each of the major stock market indexes, and illustrates the data with helpful tables and charts.

Part two, **Know the Map**, is sub-divided into six chapters that explore the idea of risk and risk tolerance, and discusses the differences between aggressive and conservative investing. As in Part I, some data is illustrated with tables and charts. Chapter 7 features a Beginner Investor Quiz to aid the user in figuring out whether to invest conservatively or aggressively.

Part three, **Know the Trail**, is the largest section, containing ten chapters. Here the user is presented with information about how to evaluate an investment's performance, a discussion of stock pricing, avoiding risk traps, tips for finding the type of broker that best suits the type of investor and investments, how to interpret ratings, and ways to stay one step ahead of the market. Again, helpful tools are included, such as tables and charts, a Stock Comparison Worksheet (aids the user in evaluating the performance of various stocks), and "10 Questions to Ask Your Broker."

Following the main text are five useful Appendixes: Appendix A: 13 Wise Warnings Before You Invest Your First Dollar; Appendix B: Four Golden Rules on Reducing Investor Risk; Appendix C: Terms and Conditions (includes Important Warnings and Cautions); Appendix D: What Our Ratings Mean; and Appendix E: Table Column Definitions. After the Appendixes, a Glossary defines important and commonly used terms.

The final component of the book is the Index of Stock Ratings, which begins with an explanation of TheStreet Ratings' easy-to-use A-F rating system. Ratings are presented in table format and include Company Name, Stock Ticker Symbol, Industry, Stock Exchange, Market Index(es), Overall Investment Rating, Performance Rating, and Risk Rating.

As the investment landscape changes in response to the shifting needs of investors, *TheStreet Ratings' Ultimate Guided Tour of Stock Investing* is an indispensable tool for up-to-date information and advice for beginning and intermediate investors. With uncertainties about retirement accounts and Social Security benefits, more and more people are choosing to invest in the stock market and "hedge their bets" for long-term financial planning. An increasing number of companies are offering either minimal advising or do-it-yourself investing (such as Charles Schwab, E\*Trade, TD AmeriTrade, and others), raising the importance of having access to independent, straight-forward, and basic advice about investing risks and benefits.

*TheStreet Ratings' Ultimate Guided Tour of Stock Investing* addresses this specific need, and has TheStreet Ratings' strong track record of thorough, independent, and timely ratings and analyses to back the advice and guidance offered in the volume. It is a valuable acquisition for any public library, as well as for brokerage firms, business schools, financial advisors, and the general public.

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