

Investment Research Guide to Stocks

“The title is **well organized and easy to follow** with an introduction section, the ratings organized in various ways, and an appendix...

The introduction includes a lot of information on how to use the guide when looking at a specific stock. It also goes over their investment ratings A, B, C, D, and E, and how the ratings are broken down into Overall, Reward, and Risk categories. Then it goes into whether users should buy, sell, or hold the stock. It also has a warnings page that makes sure the reader understands important limitations with the guide including that the rating does not tell the whole story and ratings can change, which would be useful for newer users...

The ratings are organized seven different ways: index of all stocks, best performing stocks, high yield stocks that are rated buys, stocks with high volatility, undervalued stocks by sector, buy-rated stocks by sector, and an expanded analysis of all A-rated stock. Each section also has a contents portion that is a dictionary describing the numbers on the ratings pages. Each listing includes the companies’ name, ticker symbol, stock exchange, market sector, ratings, recommendation on whether to buy, sell, or hold, and several numbers for stock and financials. **This allows users to get a better view of the company.** The other sections allow users to view the same companies organized in different ways as previously mentioned including listing the best performing stocks and undervalued stocks by sector. The section on the expanded analysis of companies of A-rated stocks goes into more information and financial data for the companies...

Overall, this title has value in helping users navigate stock analysis all from a central location... However, this title would work if one wanted a comprehensive print directory that was easy to navigate and also could be used to build a historical collection.”

-ARBA, 2018



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