

— VALUABLE ADVICE — FOR EVERY INVESTOR

from the most trusted name
in investment information

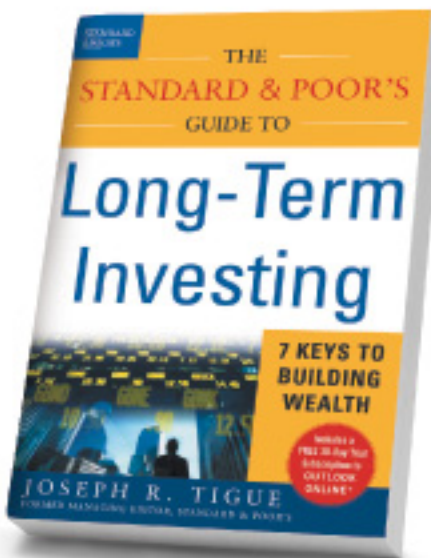
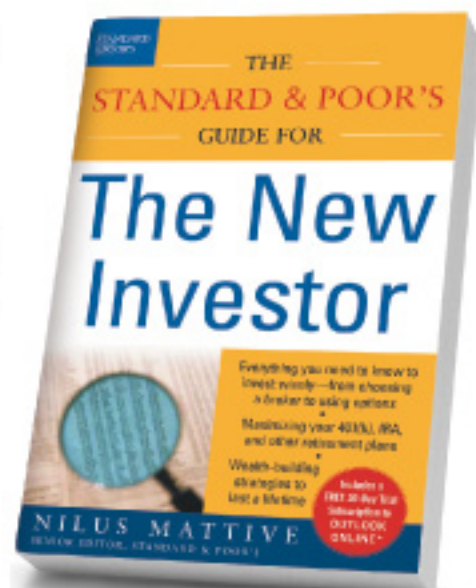
THE STANDARD & POOR'S GUIDE FOR THE NEW INVESTOR

Nilus Mattive

Paperback • 0-07-141030-9 • \$14.95

Even veteran investors often can be confused by today's markets. So, where does that leave the investment novice? *The Standard & Poor's Guide for the New Investor* provides solid data and research to help make sense of investing in post-bubble markets, and is the perfect introduction for those looking to move into high-return, long-term investing. This straightforward book explains:

- Tips for living within one's means
- Stock investing strategies from basic to more advanced
- All about 401(k)s, IRAs, and other retirement plans
- And much more!



THE STANDARD & POOR'S GUIDE TO LONG-TERM INVESTING

Joseph R. Tigue

Paperback • 0-07-141035-X • \$14.95

Successful investing doesn't have to be a pressure-packed chore. *The Standard & Poor's Guide to Long-Term Investing* provides commonsense rules and guidelines to take the pain out of investing and replace it with certainty and confidence. This easy-to-follow book uses Standard & Poor's data, tables, charts, and graphs to explain how to construct a sensible portfolio and discusses:

- Why stockbrokers and financial advisers can be hazardous to an investor's financial health
- Seven simple steps to follow to help ensure profitable investing
- How and when to buy a stock and when to take profits

To order, call McGraw-Hill Customer Service at
1-800-722-4726, or contact your favorite wholesaler.
www.books.mcgraw-hill.com

— VALUABLE ADVICE — FOR EVERY INVESTOR

from the most trusted name
in investment information

THE STANDARD & POOR'S GUIDE TO SAVING AND INVESTING FOR COLLEGE

David J. Braverman

Paperback • 0-07-141029-5 • \$14.95

Just about all families are daunted by the prospect of paying for their children's college. *The Standard & Poor's Guide to Saving and Investing for College* helps parents determine how much they need to save, the least costly payment methods, where to look for student loans and scholarships, and more. This all-in-one, authoritative guide covers:

- Tax tips for taking full advantage of college saving and costs
- How students can best position themselves for available grant packages
- Pros and cons of popular funding programs, including the popular 529 plan

HOW CHARTS CAN HELP YOU IN THE STOCK MARKET

William L. Jiler

Hardcover • 0-07-142684-1 • \$19.95

As classic and timeless as Graham & Dodd's *Security Analysis*, William Jiler's *How Charts Can Help You in the Stock Market* is the must-have primer on technical analysis. Featuring a new Foreword, this special edition is an excellent resource for beginners and a vital reference for experienced technicians. Technical traders will look to it for:

- Tips for removing the mystery from the use of technical analysis
- Easy-to-understand definitions of technical analysis topics
- Examples and explanations of essential configurations, patterns, and formations

To order, call McGraw-Hill Customer Service at 1-800-722-4726, or contact your favorite wholesaler.
www.books.mcgraw-hill.com

