



Fundamental Analysis For Dummies

By Matt Krantz

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Fundamental Analysis For Dummies By Matt Krantz

Determine the strength of any business with fundamental analysis

Have you ever wondered the key to multibillionaire Warren Buffet's five-decade run as the most successful investor in history? The answer is simple: fundamental analysis. In this easy-to-understand, practical, and savvy guide, you'll discover how it helps you assess a business' overall financial performance by using historical and present data to forecast its future monetary value—and why this powerful tool is particularly important to investors in times of economic downturn.

It's more important than ever for investors to know the true financial stability of a business, and this new edition of *Fundamental Analysis For Dummies* shows you how. Whether you're a seasoned investor or just want to learn how to make more intelligent and prudent investment decisions, this plain-English guide gives you practical tips, tricks, and trade secrets for using fundamental analysis to manage your portfolio and enhance your understanding of shrewdly selecting stocks!

- Predict the future value of a business based on its current and historical financial data
- Gauge a company's performance against its competitors
- Determine if a company's credit standing is in jeopardy
- Apply fundamental analysis to other investment vehicles, like currency, bonds, and commodities

With the help of *Fundamental Analysis For Dummies*, you just may find the bargains that could make you the next Warren Buffet!

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Editorial Review

From the Back Cover

- Gauge a company's performance
- Minimize risk and improve your overall investment skills
- Assess the future value of a business

Build a stronger portfolio

This informative, concise guide introduces the principles of fundamental analysis and teaches you how to harness the same tools as successful investors. Learn to assess a business's financial stability, protect your investments during economic downturn, and take advantage of professional tips and techniques!

Inside...

- How to get essential data
- What the numbers mean
- Determining creditworthiness
- Spot real bargains
- Evaluating management
- Analyze an industry
- Useful online tools
- Buy and sell signals
- Importance of trends

About the Author

Matt Krantz, a nationally known financial journalist, has been writing for *USA Today* since 1999. He covers financial markets and Wall Street, concentrating on developments affecting individual investors and their portfolios. Matt also writes a daily online investing column called "Ask Matt," which appears every trading day at USATODAY.com.

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