

*Getting Started in*  
**Online  
Investing**

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*Getting Started in*  
**Online  
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Kassandra Bentley**



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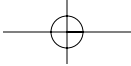
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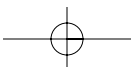
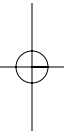
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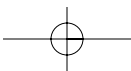
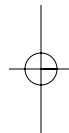
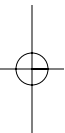
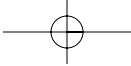
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*David Brown dedicates this book to his newest granddaughters  
Alexandra Michelle Brown and Camden Kae Brown*

*Kassandra Bentley dedicates this book to her mother  
Effie Lott Wells*





# Contents

<b>Preface</b>	<b>ix</b>
<b>Acknowledgments</b>	<b>xi</b>
<i>Introduction</i>	
<b>Online Investing: Where the Street Meets     the Web</b>	<b>1</b>
<i>Chapter 1</i>	
<b>Easing In: A Quick Tour of Yahoo! Finance</b>	<b>7</b>
<i>Chapter 2</i>	
<b>Finding Investment Ideas: Lists &amp; Picks &amp;     Searches &amp; Screens</b>	<b>17</b>
<i>Chapter 3</i>	
<b>Doing Your Homework: Checking Facts,     Pondering Patterns</b>	<b>41</b>
<i>Chapter 4</i>	
<b>The Bottom Line: Managing Your Portfolio Online</b>	<b>69</b>
<i>Chapter 5</i>	
<b>Bulls versus Bears: Keeping Up with the Market</b>	<b>89</b>
<i>Chapter 6</i>	
<b>The Online Brokers: Trading on the Web</b>	<b>115</b>
<i>Chapter 7</i>	
<b>Mutual Fund Madness: Where the Funds Are</b>	<b>141</b>

Chapter 8

<b>The FYI Chapter: Bonds, Options, Futures, and the Global Market</b>	<b>167</b>
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Chapter 9

<b>Nurtured by the Net: IPOs, DPOs, DRIPs, DSPs, Chats, and Banks</b>	<b>195</b>
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Epilogue

<b>Continuing Education</b>	<b>227</b>
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<b>Glossary</b>	<b>229</b>
-----------------	------------

<b>Index</b>	<b>247</b>
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# Preface

Since we first wrote about online investing five years ago, the Internet has exploded in a frenzy of growth.

Our first book, *CyberInvesting: Cracking Wall Street with Your Personal Computer*, listed a dozen investing Web sites in a hurriedly written two-page chapter just as the book was going to press (and we had to search hard to find those). In the second edition two years later, we expanded the Internet chapter to a dozen pages and spun it off, so to speak, into its own 350-page book about investing on the Web (*Wall Street City: Your Guide to Investing on the Web*).

As we were writing that book, the commercial Internet was undergoing kaleidoscopic changes and, in the process, transforming virtually every area of our lives—none more so than the way we invest. The average investor now has access to information that once was the province of professional investors. Investing Web sites now number more than 8000. Brokerage commissions for Web-based trades have dropped from hundreds of dollars a trade to as low as \$5 per trade. In response, individual investors are logging on to the Internet in unprecedented numbers. More than 14 million are expected to become online investors by 2002.

Sorting through the mind-boggling array of investing information and tools, however, is not an easy task. That's why we wrote this book.

As part of the "Getting Started In" series, this book is aimed at beginning investors. It will help you find and use the vast array of investing resources on the Internet so you can make your own decisions as an investor. We do not, however, tell you how to make money in the stock market or advise you about investing strategies.

So, is this book for you? It is if:

- ✓ You have an independent, do-it-yourself attitude.
- ✓ You like the idea of bypassing all the middlemen and digging out the facts for yourself.
- ✓ You have confidence in your own judgment and decision-making ability.

- ✓ You have a basic knowledge of stocks and the stock market.
- ✓ You are familiar with the Internet—or if not, you're learning about it on the side.
- ✓ You want to become an online investor.

We think you will be surprised, pleased, and perhaps overwhelmed by the quantity and quality of investing information on the Internet. Much of it is free, and even more is likely to become free in the future. One of the trends of investing Web sites is to reduce premiums on information and to move more resources into the free areas of their sites. So, not only is the information out there, much of it is yours for the taking.

Information does not translate directly into talent, wisdom, or skills, but to the extent that information and related tools make for success, the Internet can help you become a successful investor. In this book, we'll introduce you to some of the best investing tools on the World Wide Web.

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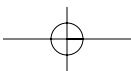
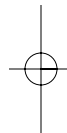
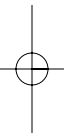
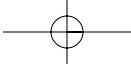
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We would also like to thank Mina Samuels and Myles Thompson of John Wiley & Sons, Inc., who invited us to write this book in the “Getting Started In” series, and the millions of investors flocking to the Internet who create the audience for such a book.

As always, we owe a great debt of gratitude to Carolyn Brown and Geri Fries for helping us coordinate schedules, e-mails, and conference calls, this time across two time zones.



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