



The Wall Street Journal Guide to Understanding Money and Investing

By Kenneth M. Morris, Alan M. Siegel

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This handy fact-filled book initiates you into the mysteries of the financial pages -- buying stocks, bonds, mutual funds, futures and options, spotting trends and evaluating companies. For those who are curious but intimidated by everyday financial jargon, this guide offers a literate, forthright and lively alternative. Recommended.

From the Back Cover

An easy-to-understand, easy-to-use primer that helps take the mystery out of:

- Money
- Indexes
- Treasury Bills
- Stocks
- Commodities
- Options
- Bonds
- Futures
- Mutual Funds
- Inflation

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About the Author

Kenneth M. Morris is the chairman and CEO of Lightbulb Press, a print and Internet publishing company he founded in 1990. As one of the nation's leading experts in simplified communications, he pioneered the use of plain language, developing the first easy-to-read documents for the brokerage, banking and telecommunications industries and several government agencies. He has also been a leading force in creating the content and design for several innovative financial sites on the World Wide Web.

Dr. Morris is the author of *The Wall Street Journal Guide to Personal Finance*, *The Wall Street Journal Guide to Planning Your Financial Future*, *A Woman's Guide to Investing*, *A User's Guide to the Information Age* and *American Dreams: One Hundred Years of Business Ideas*. He publishes regularly on information design and the uses of information technology, and serves on the editorial boards of *Information Design Journal* and *Visible Language*. A graduate of Cornell University, he holds a Ph.D. in English from Columbia University.

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