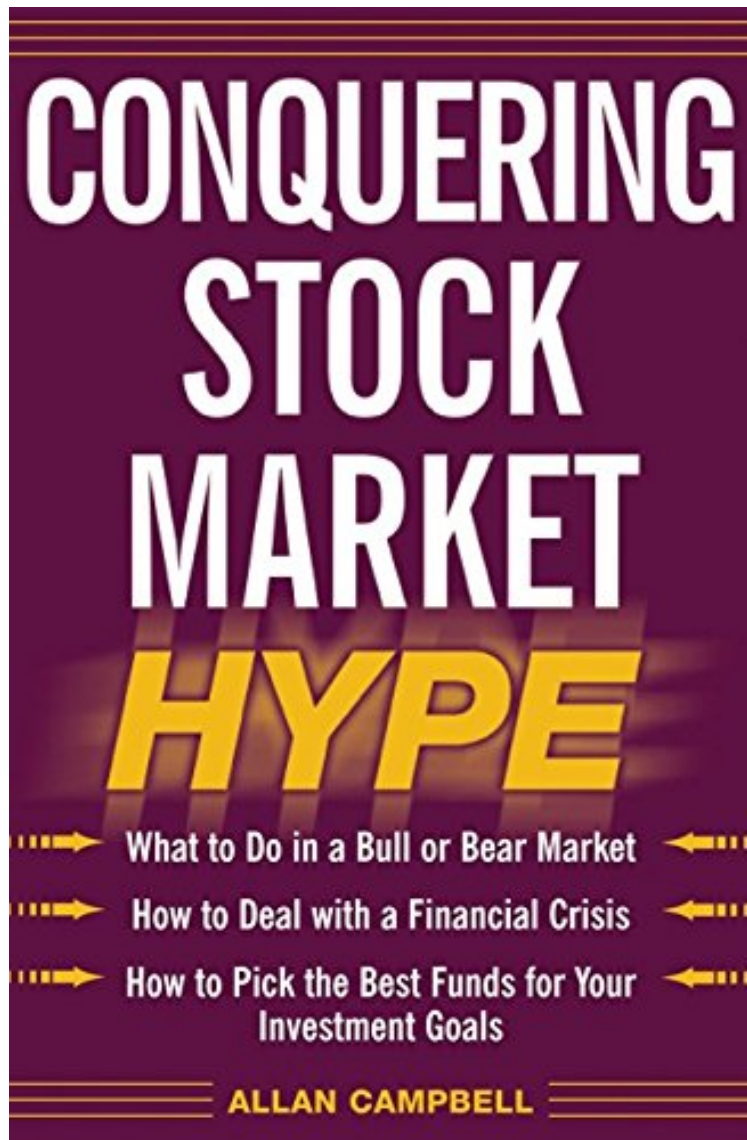



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Conquering Stock Market Hype

Allan Campbell

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2 of 2 people found the following review helpful. Making Better Stock Mutual Fund Share PurchasesBy Kenneth KlobyThis book presents a value averaging purchase plan for stock mutual fund shares based on the SP500 P/E ratio. After presenting background information on P/E ratios, the historical real returns of the SP500 are presented versus its P/E ratio. The near linear relationship shows that when P/Es are high, ie prices are high, real returns are low. One feature of dollar cost averaging is to buy more shares when prices are low; however, investors can improve upon this

by considering the P/E ratio to increase their periodic purchases when P/Es are low and decrease them when it is high. A thorough description of other asset classes and their roles in a portfolio is also provided, including inflation protected instruments.

Reliable guidance for investors who are reluctant to get back into the market Millions of investors burned by the crashes and spikes of today's stock market are staying on the sidelines, and it's costing them a fortune. Conquering Stock Market Hype explains to skittish investors what is really going on, why markets are safer than they look, and how investors can take full advantage of stock market profits without once again exposing themselves to undue risk. Nonthreatening and easy to understand, Conquering Stock Market Hype distills wide-ranging and detailed research and knowledge into a package that is both accessible and reassuring. Investors will value its factual and straightforward explanations of: Strategies for recognizing market tops and bottoms Which types of investments are best for novice investors Signals that the market is overbought or oversold

From the Back Cover How to know when it is safe to be in the market Millions of investors are so wary of the short-term "dangers" of today's stock market that they avoid stocks, instead keeping their money in low-return safe havens. Sound familiar? It could be costing you a long-term fortune. Conquering Stock Market Hype shows you how to get back into the market, garnering excellent returns when stocks are flying--in 2003, for example, the Dow Jones was up more than 25 percent with NASDAQ up 50 percent!--while protecting yourself when the market tumbles. Written in everyday language, this no-nonsense investor's guidebook reveals: Proven signals that the market is grossly overpriced and ready to take a tumble Indicators that the market is hitting bottom, and how you can take advantage Low-risk strategies to maximize the long-term value of your retirement account Conquering Stock Market Hype isn't packed with trendy tips and dubious strategies-of-the-moment. Instead, this commonsense book relies on proven research and expert advice to explain how the market really works, and what you need to do to make it work for you. With this book's valuable guidance, you'll learn how to assemble a smart investment portfolio designed to take care of itself--so you can enjoy each day without worrying about every twist and turn of the market. About the Author Allan Campbell, C.F.A. (Eastampton Township, NJ) is chief investment officer of Daiwa Asset Management (America). A former portfolio manager for ABD International Management (a subsidiary of Dresdner Bank), Campbell also managed Value Liner's Strategic Asset Management Fund.