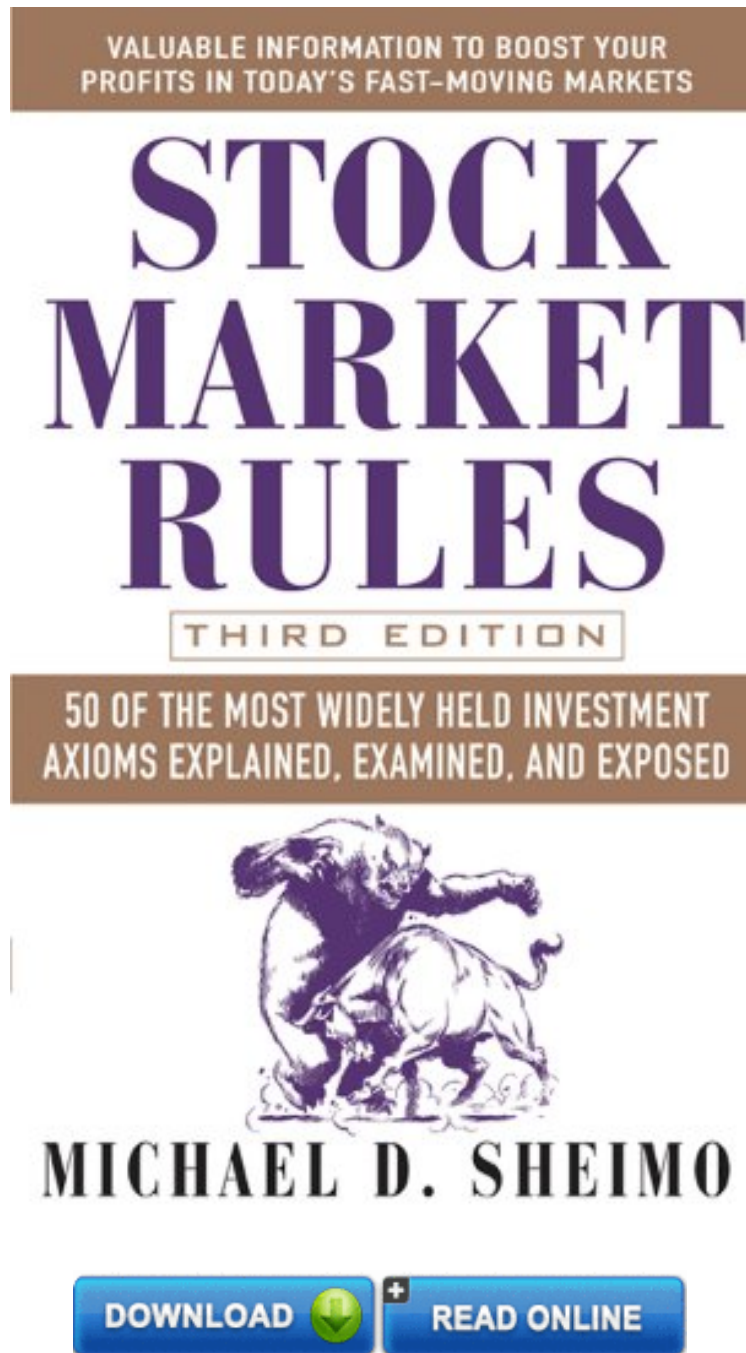


## Stock Market Rules

*Michael Sheimo*

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If you are serious about investing you need to read this book. New traders will have their eyes opened to the Market and what professional investors are doing to stay ahead of them. You will buy this book and reread it every year to refresh your mind and remember how things really are.

Unwritten rules of Wall Street--what works, what doesn't, and how investors can tell the difference. Investing is governed by unofficial rules, passed to investors through brokers, the financial press, and even fellow investors. For more than a decade, in two previous editions, *Stock Market Rules* has helped investors separate the most valuable of these maxims from the meaningless and even potentially harmful. But with recent market turbulence and scandals blindsiding millions of investors, the time has come for a new, updated edition. *Stock Market Rules, Third Edition*, is that book, an in-depth, up-to-date examination of the 50 axioms that will most help investors gain the edge in today's technologically supercharged markets.

From the Back Cover  
Everything you need to know to understand and profit from the unwritten rules of Wall Street. Investors have long relied on unofficial rules--"Buy on the rumor, sell on the news," for example--to help with their decision-making. *Stock Market Rules, Third Edition*, analyzes fifty of these maxims to tell you which really work, which used to work but don't anymore, and which are and always have been dangerously wrong. Beyond just explaining these rules, however, market veteran Michael Sheimo uses them to help you grasp the finer points of stock trading. Examples include: **RULE #9: Look for Insider Trading**--Sheimo reviews SEC insider trading rules and regulations and recent research studies to conclude, "Insider trading is pretty much meaningless or illegal." **RULE #2: Buy the Stock That Splits**--After explaining the mechanics of a stock split, and reviewing post-split behavior of specific stocks, Sheimo determines that a split alone is no reason to buy a stock. **RULE #48: There's Always a Santa Claus Rally**--Sheimo writes, "There is a repetitive tendency of the stock market to rally between the months of November and December. An investor can take advantage of such rallies . . ." Revised, updated, and packed with valuable information and analysis on how to profit in today's fast-moving markets, *Stock Market Rules, Third Edition* reveals the real truth behind what everyone is saying. It will provide you with market-proven techniques and insights that will dramatically improve your investing knowledge, confidence, and results.  
About the Author  
Michael D. Sheimo is an internationally recognized stock market expert, with extensive experience as a registered representative and registered options principal. He has written *Bond Market Rules*, *Mutual Fund Rules*, and other investment titles.