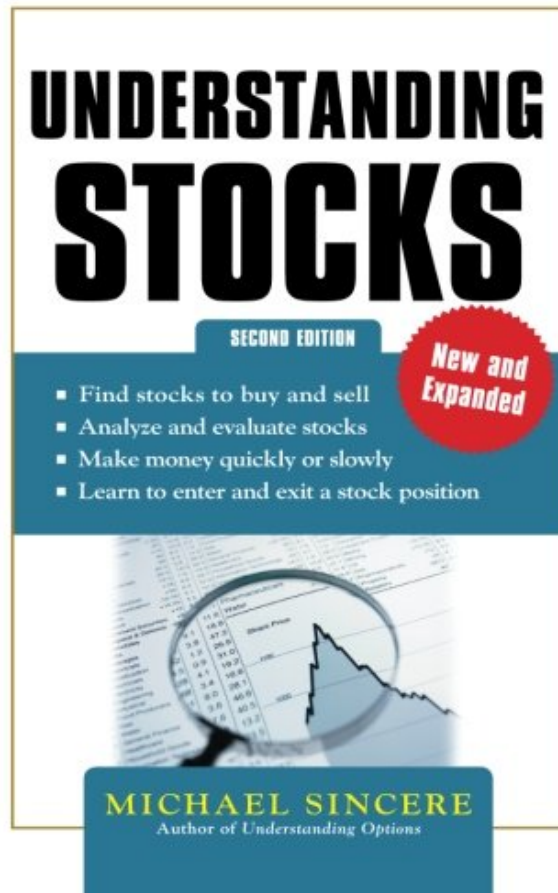


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About the Author

Michael Sincere is the author of *Understanding Options* (McGraw-Hill, 2nd edition), *All About Market Indicators* (McGraw-Hill), *Understanding Stocks* (McGraw-Hill, 2nd Edition) and *Start Day Trading Now* (Adams Media).

Sincere has written numerous columns and magazine articles on investing and trading. He has also been interviewed on dozens of national radio programs and has appeared on financial news programs such as CNBC and ABC's *World News Now* to talk about his books.

In addition to being a freelance writer and author, Sincere writes a column for *MarketWatch*, "Michael Sincere's Long-Term Trader." You can visit the author's website and blog at michaelsincere.com. Using indicators and personal observations, each week he writes about the market's next move.

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Revised and updated--the new edition of the stock investing classic is packed with powerful new strategies for today's market realities

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Michael Sincere is a full-time columnist for MarketWatch and author of numerous books, including Understanding Options, All About Market Indicators, Predict the Next Bull or Bear Market and Win, and Start Day Trading Now.

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I read Michael Sincere's Understanding Stocks (1st Edition) about 8 years ago (slightly before the 2008 crash), and found that it was probably one of the best introductions to understanding trading and the stock market that I had so far come across. I previously had read some of the Little Book of Investing series including one by Morningstar Analyst Pat Dorsey which were very good explanations of how investing works, but offered very little explanations on how to actually place trades in the Stock Market. Like another

reviewer said I placed one of my first trades with the instructions of this book (Western Digital stock when it traded for only around 28/ share (8 yrs ago), how's that for specific!). In response to the reviewer who said this book is too general and sounds like a High School teacher's introduction to stocks I would disagree, first in this second edition which I recently purchased to see any updates or changes, he includes profiles of Wall Street legends like William O' Neal, profiles Peter Lynch's trading system, and even includes his own interview with Vanguard fund founder John Bogle, how much more specifics do you want for a book that is supposed to be a primer/ introduction to stock trading? Is this book going to tell you how to short specific stocks on the S&P 500 based off the next "ominous" indicator signal "derived" from the previous 30 and 50 MACD, not really but it does explain what a MA and MACD is, and gives a solid introduction to how Technical and Fundamental Analysis works, and if you're someone who doesn't know what these terms mean, then this book is your place to start before you think about investing in the Stock Market.

This is not to carry the water for Michael Sincere's Understanding Stocks book , but just to point out that many times it seems people look for books like this to make them a "successful" something or other (in this case stock trader) but stock investing and especially active trading are not an exact science but more of an art, so like any good art instructional book, it can only lay out the palette, explain what each tool does,give some solid techniques and examples, and leave the rest to your own tuition and creativity. But Sincere does offer some solid advice about whether he thinks beginners should trade individual stocks in the stock market at all. Highly Recommend!

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