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## Guide to The Stock Market

## Introduction

This book is intended for anyone who wishes to understand more about the workings of the stock market and also the whole culture and environment of shares and share dealings.

It is true to say that until recently the ownership of stocks and shares and the workings of the stock exchange were a mystery to most people. Shares and the stock exchange were seen to be a specialist areas dominated by the well heeled and, invariably, the public school boy, the old-tie network.

Times have changed and now share ownership is within everyone's grasp. This has been so because of changes in the ownership of former public utilities and the dispersing of shares to the ordinary person. Alongside that has come an opening up of the whole area of share dealing.

By discussing the nature of investments, the operations of companies, the stock market, the nature and costs of shares and also the interpretation of data in financial pages, this brief introduction to the stock market should provide enough information for the smaller investor to operate with confidence and to make informed decisions.

By investing carefully, taking time to analyse markets and regularly reading financial data, the small investor can prosper on the stock market.