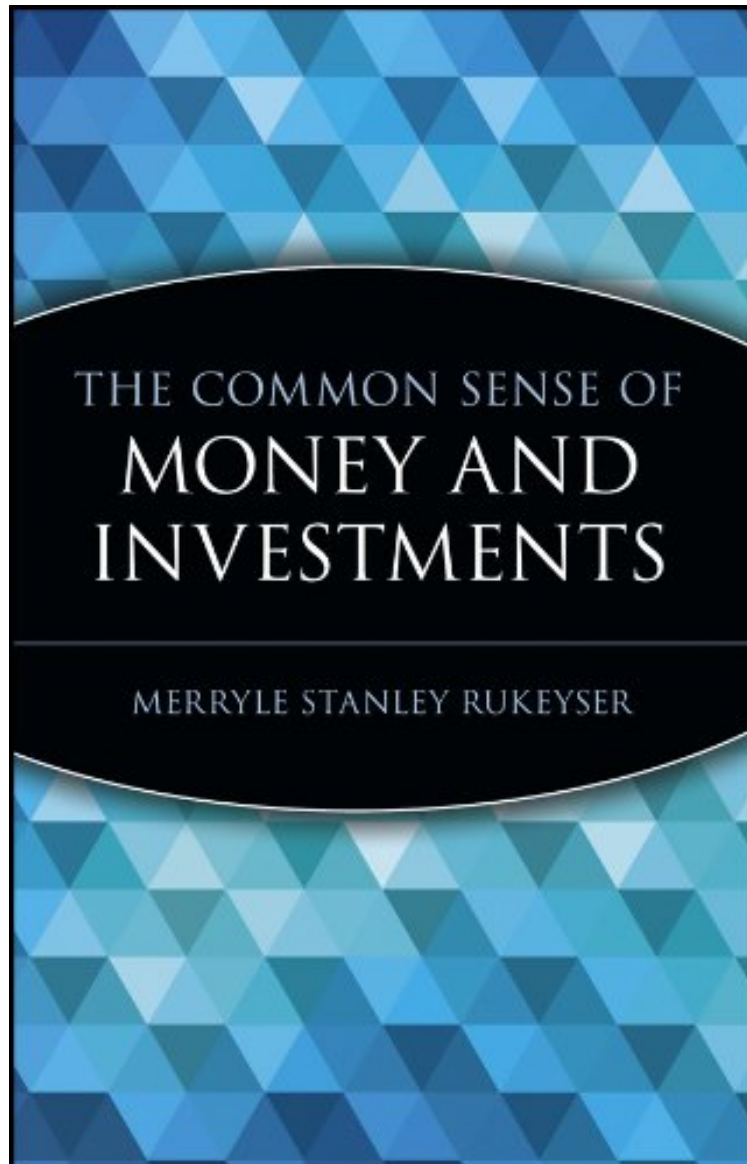


[PDF] The Common Sense of Money and Investments (Wiley Investment Classics)

The Common Sense of Money and Investments (Wiley Investment Classics)

Merryle Stanley Rukeyser

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Merryle Stanley Rukeyser : The Common Sense of Money and Investments (Wiley Investment Classics) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Common Sense of Money and Investments (Wiley Investment Classics):

0 of 1 people found the following review helpful. Five StarsBy educated4lifeThis classic investment book is as pertinent today as it was when it was originally published in 1924.

A timeless classic on all things financial Books of investment advice have been around forever, but few have stood the test of time as well as *The Common Sense of Money and Investments*. Written by Merryle Stanley Rukeyser in 1924, it offers commonsense insight on everything from how to detect a charlatan to how to select an honest broker. With a charming, straightforward style, this timeless book proves that the best investment advice is eternal. * Foreword by Louis Rukeyser * Covers the period after the dawn of the Liberty Bond and before the Crash

From the Inside Flap
The Common Sense of Money and Investments Books of investment advice have been around forever, or at least for as long as the general public has been playing the markets-which, to most people's minds, is practically forever. So it will come as a surprise to many encountering *The Common Sense of Money and Investments* for the first time that this classic, published in 1924, was one of the first of its kind. Perhaps even more surprising is how remarkably well it has stood the test of time. There have been monumental changes in the financial markets over the past seven decades, yet the essentials remain the same: people are still people, with all their foibles, and capital still obeys its ineluctable principles. And you will find as you read through this book that its common sense advice on everything from investor psychology to picking stocks rings as true today as it did three-quarters of a century ago. At the same time, *The Common Sense of Money and Investments* can be read as a fascinating historical document-a kind of time capsule. Especially within those then-radical passages in which Rukeyser defends the idea of allowing women free access to the markets, or outlines his investment strategies for widows and orphans, or admonishes readers against the evils of frequenting bucketshops, we are afforded a unique view into the investment world during the heady days of the 1920s bull market. But that never detracts from the timeless wisdom that makes up the greatest part of this book. When he wrote *The Common Sense of Money and Investments*, Merryle Stanley Rukeyser-the twenty-seven-year-old "Boy Wonder" of financial journalism-was a man with a mission: "to reveal in the simple language of the ordinary man and woman the seeming mysteries and obscurities of money and investment." As you read these concise chapters, brimming with plainspoken guidance on *Tests of a Safe Investment*, *How to Detect a Security Charlatan*, *Soothsayers in Wall Street*, and *How to Select an Honest Broker*, you will find yourself in agreement with no less an expert than Warren Buffett that Rukeyser fulfilled that mission remarkably well.

From the Back Cover
In a world where ridiculously hyped tomes promising instant financial euphoria for ordinary citizens now vie with counsel on health and sex in every bookstore, old-fashioned common sense still takes the prize. Most of the would-be gurus, not to mention their customers, would have been better off to read this one first." -From the foreword by Louis Rukeyser
Timeless, common sense investment advice from an uncommonly sensible market observer "The small investor frequently inquires whether a particular stock represents a safe speculation. His is a fantastic quest, something like a search for dry water, or still motion." "The success magazines are seemingly developed on the theory that, if everyone works diligently enough, 110 million bank presidencies will open up." ".unless their judgment is extraordinarily discriminating, those who 'get in on the ground floor' are more than likely to end up in the basement." "To succeed fully, an individual must gain control of himself and regulate potential wayward tendencies which exist more or less in all individuals and which, if uncontrolled, lead him astray financially. Before he can obtain economic independence through his own efforts, he must first be master of his own soul.

About the Author
MERRYLE STANLEY RUKEYSER was one of the most respected market observers in America for more than six decades. His rise to prominence as a leading financial journalist began in 1920, when, at the age of 23, he was made Financial Editor of the *New York Tribune*. After a stint at the *New York Evening Journal*, he spent more than three decades as a nationally syndicated newspaper columnist. Merryle Rukeyser is perhaps best remembered by today's investors for his regular guest appearances on "Wall Street Week With Louis Rukeyser," during the 1980s.