



The Science of Stock Market Investment - Practical Guide to Intelligent Investors

Chellamuthu Kuppusamy

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You may want to earn hundreds of thousands through the share market. There is nothing wrong with that desire. But you must have known the secrets of avoiding losses. Share Market is a field that has of late developed overwhelmingly. Millions of people invest in it with enthusiasm and are interested in knowing details about this grey area. Sadly, not everyone who invests in it earn profits. Some people who constantly learn end up earning, but those who do not know anything about it and put their trust on luck lose miserably. This book shows the way to avoid losses and increase gains in share market.

This comprehensive book touches upon every aspect of stock market investment. A fantastic starting point for anyone aspiring to enter into the unknown world of share market. Even for investors who are already in the market, this book can serve a guide.

People say, you either earn or learn in share market. This book preaches the secrets of learning and earning at the same time.

This work takes you through an introduction about shares, functioning of share markets, relevance of stock market indices and different approaches for primary & secondary market investments. It also talks about the real qualities of an investor and how he differs from a speculator in the marketplace. Relationship between inflation & investments and the need for achieving inflation adjusted returns are stressed upon.

Various stock selection processes, approaches to adapt for different market conditions and more importantly the art of avoiding losses are discussed in details. You will learn how to analyse a company, its shares, market dynamics, how to value a business, what price to pay for a company etc. All important parameters, numbers and ratios are explained with interesting real time illustrations. Difference between value investing and growth oriented stock selection process is analysed thoroughly. Likewise, fundamental analysis and technical analysis are compared in a rational way. On top of these, this book describes the qualities that differentiate successful investors from ordinary ones. Those qualities are analysed in detail.

More importantly, the book stresses the importance of identifying bad companies and unethical management, and teaches how to stay away from them.

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