

The background features a black field with dynamic, flowing waves of color. On the left, there are vibrant green waves that curve upwards and then downwards. On the right, there are warm orange and yellow waves that curve downwards and then upwards, creating a sense of movement and depth. The waves appear to be made of a translucent, liquid-like material.

THE STOCK MARKET

STOCK MARKETS

- Any public market for the trading of company stock.
- Participants in the stock market range from individual private investors to large hedge fund traders and people who participate in the market can come from anywhere.

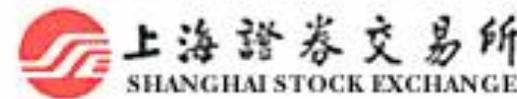


London
Stock Exchange



ASX
Australian Securities Exchange

TOKYO
STOCK EXCHANGE



TOKYO
STOCK EXCHANGE

NYSE

- New York Stock Exchange
 - Listed exchange
 - Only listed stocks may be bought and sold
- Wall Street, NYC



NASDAQ

- National Association of Securities and Dealers Automated Quotation
- Refer to the average price 'total' of approximately 4,000 stocks
- Each of these two figures refers to an **index** - an imaginary portfolio of securities representing a particular market or a portion of it
- Each index has its own calculation methodology and is usually expressed in terms of a change from a base value.

NASDAQ®

DJIA

- Dow Jones Industrial Average
- The DJIA tracks roughly 30 different companies found on the NYSE
- The DJIA only refers to an index
 - No sales occur
 - Serves as indicator of market
- Dow Jones Company is different thing
 - Publishes the *Wall Street Journal*

DOW JONES

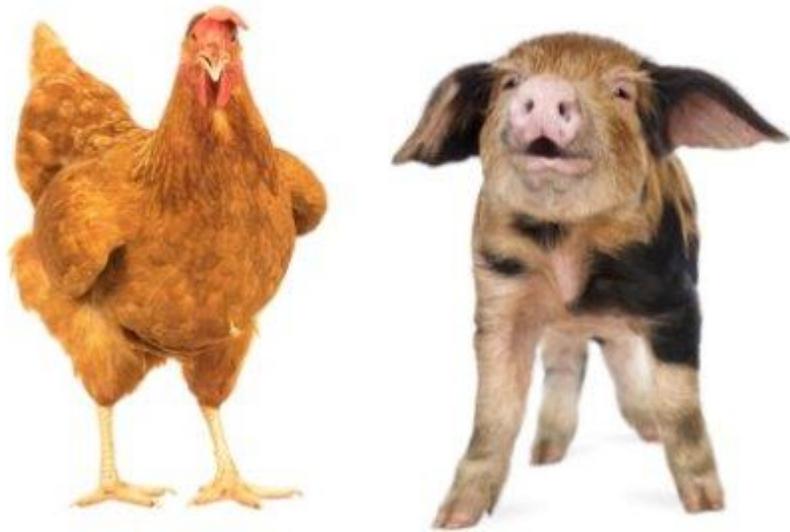
- Everything in the economy is great-people are finding jobs, gross domestic product (GDP) is growing, and stocks are rising.
- Can lead to dangerous situations if stocks become overvalued.
- If a person is optimistic and believes that stocks will go up, he or she is called a "bull" and is said to have a "bullish outlook".

- A bear market is when the economy is bad, recession is looming and stock prices are falling.
- If a person is pessimistic, believing that stocks are going to drop, he or she is called a "bear" and said to have a "bearish outlook".



CHICKENS AND PIGS

- **Chickens** are afraid to lose anything.
- Their fear overrides their need to make profits and so they turn only to money-market securities or get out of the markets entirely.



- **Pigs** are high-risk investors looking for the one big score in a short period of time. Pigs buy on hot tips and invest in companies without doing their due diligence.
- Professional traders love the pigs, as it's often from their losses that the bulls and bears reap their profits.

52W high	52W low	Stock	Ticker	Div	Yield %	P/E	Vol 00s	High	Low	Close	Net chg
s45.39	19.75	ResMed	RMD			52.5	3831	42.00	39.51	41.50	-1.90
11.63	3.55	Revlon A	REV				162	6.09	5.90	6.09	+0.12
77.25	55.13	RioTinto	RTP	2.30	3.2		168	72.75	71.84	72.74	+0.03
31.31	16.63	RitchieBr	RBA			20.9	15	24.49	24.29	24.49	-0.01
8.44	1.75	RiteAid	RAD				31028	4.50	4.20	4.31	+0.21
s38.63	18.81	RobtHalf	RHI			26.5	6517	27.15	26.50	26.50	+0.14
51.25	27.69	Rockwell	ROK	1.02	2.1	14.5	6412	47.99	47.00	47.54	+0.24

- **Columns 1 & 2:** 52-Week High and Low
- **Column 3:** Company Name & Type of Stock
- **Column 4:** Ticker Symbol
- **Column 5:** Dividend Per Share
- **Column 6:** Dividend Yield
- **Column 7:** Price/Earnings Ratio
- **Column 8:** Trading Volume
- **Column 9 & 10:** Day High and Low
- **Column 11:** Close
- **Column 12:** Net Change

Safety With stocks, there's no FDIC to protect you against losses.

Liquidity You can sell your stocks at any time. BUT when you sell, you sell them for what they are worth at that moment. If that's more than you paid for them, you've earned money. If the price of your stock has fallen since you bought it, you'll be losing money if you sell it.

Return dividends - This is a payment made by a company to a stockholder to share in the company's profits. Dividends are paid according to how many shares you own – for example, a dollar a share. Dividends can be paid in cash, but they can also be "paid" in the form of additional stock that is automatically re-invested in the company. Dividends are usually paid quarterly.

Appreciation - Shares (units) rise in value. You "realize" (obtain) this gain only after you sell the stock.

Splitting - If shares cost too much, they are less attractive to people shopping for good stock. When a stock has reached a high dollar value, the company may split the shares, lowering the per-stock price. Splitting encourages more investors to buy. Splitting actually means reducing a stock's price but increasing the number of shares each shareholder owns. Here's how it works.

Capital - Human-made resources used to produce goods and services. Capital goods are used by people to produce and distribute goods and services.

Cyclical Stocks - Stocks, such as high-priced consumer goods and capital goods, that are significantly affected by business cycle fluctuations. These stocks generally decline more during recessions and show more growth during expansions, than other stocks.

Defensive Stocks: Stocks, such as medicine, food, clothing, and public utilities, that are relatively unaffected by business cycle fluctuations, generally decline less during recessions, and show less growth during expansions than other stock.