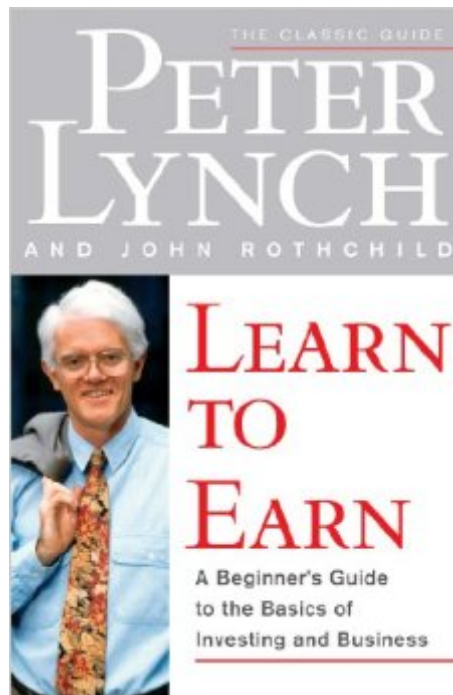


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# Learn To Earn: A Beginner's Guide To The Basics Of Investing And Business



## Synopsis

Mutual-fund superstar Peter Lynch and author John Rothchild explain the basic principles of the stock market and business in an investing guide that will enlighten and entertain anyone who is high-school age or older. Many investors, including some with substantial portfolios, have only the sketchiest idea of how the stock market works. The reason, say Lynch and Rothchild, is that the basics of investing—the fundamentals of our economic system and what they have to do with the stock market—are not taught in school. At a time when individuals have to make important decisions about saving for college and 401(k) retirement funds, this failure to provide a basic education in investing can have tragic consequences. For those who know what to look for, investment opportunities are everywhere. The average high-school student is familiar with Nike, Reebok, McDonald's, the Gap, and the Body Shop. Nearly every teenager in America drinks Coke or Pepsi, but only a very few own shares in either company or even understand how to buy them. Every student studies American history, but few realize that our country was settled by European colonists financed by public companies in England and Holland—and the basic principles behind public companies haven't changed in more than three hundred years. In *Learn to Earn*, Lynch and Rothchild explain in a style accessible to anyone who is high-school age or older how to read a stock table in the daily newspaper, how to understand a company annual report, and why everyone should pay attention to the stock market. They explain not only how to invest, but also how to think like an investor.

## Book Information

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## Customer Reviews

This is an excellent book for young readers and beginners in finance and investments. The first part of the book covers American Economic History. It then goes on to describe the effects of time value of money as well as the historical upward trend of the market. This is very encouraging for those who are skeptics of the stock market. But this book does not cover any valuation models and lacks depth to its coverage of fundamental analysis. If you are looking to learn more about investing from scratch, here's a good start. But, make sure that this is not the only book you will read in investing.

This book is clearly geared towards young readers, not adults who are looking at investing seriously for the first time. If your teenaged child is open to it, why not do precisely what this book suggests -- the two of you could join an investment club and learn about investing together. You could buy stock as custodian for your child each time the club meets. If you attend the meetings together it will rapidly teach your child the wisdom of saving and investing. This book is marginally useful for adults. I bought 2 copies with the intention of giving one to my elder daughter and learning a bit about investing myself from the second. My 401K plan is doing so well I would like to start investing on my own. There is too much history for adults looking to start investing. It ought to be replaced with more how-to advice -- such as how to read a balance sheet. There is an appendix chapter on this, but it could be greatly expanded. The book could use updating on internet resources of use to investors. For example, I'd like to find software that will help me manage and track stock picks as I begin the training part which is so important to successful investing. Andrew Tobias' *Managing Your Money* used to have an excellent stock portfolio manager. I'd love to see something like this again which can automatically update portfolios with closing prices. I'm sure there is software out there -- but the book doesn't point out good software titles! In short, this 5-year old book is a useful introduction geared for young readers. Adults already interested in investing can check it for useful advice. It badly needs updating to reflect investing now in the last year of the decade. Perhaps revisions could be posted to the web in addition to selling a revised print version.

This book was absolutely excellent. Not only was it very readable, it is also written in easy to understand investment terms. It should be required reading for all high-school students. Provides an excellent "kick in the pants" incentive for people to get into the great world of stocks and mutual funds. The first half of the book gives a fine history of how the stock market got started and the second half explains the hows and whys of investing. The best thing about this book is it makes you want to invest and that's always a good thing, particularly if you go into it for the long term.

In the beginning of the book, the authors remarked that high schools have forgotten to teach one of the most important courses of all: investing. History we teach, but not the roles that innovations and companies have played. If you missed this important course in your formative years, then this book is for you. The book is fun to read, and cheap to own. The book has four chapters. Chapter One reviews the history of capitalism. You will find how stocks got started in Europe centuries ago. You will also learn how, more than a hundred years ago, Europeans invested in the then emerging market: The United States. Their sorrows and joys perhaps will give you some perspective when you invest in today's emerging market in China. You will also read about bubbles in the history, not just the one before the Great Depression. Chapter Two covers the basics of investing. The discussion here is mostly intended for people who can invest money for a long time. The basic points here are that you should start invest early, and that stocks are the best performer among various investment options. Chapter Three outlines the life of a company. It helps the investor to begin to think like the owner of a company. Chapter Four tells the stories of many companies. There are two Appendices, one on stockpicking tools, the other on reading balance sheet. The book was published in 1995. Much of the material is timeless. However, if the authors decide to write a new edition, they might want to add more materials about internet. For example, a beginner can use a web page like [...] to track the performance of stocks and portfolios that he or she has picked, without investing any real money. Also, internet has significantly changed the procedure for the individual investor to move money around.

My friend lent me this book and I'm so glad he did. I'm a beginner in investing and didn't have a clue about stocks or investing. This book was very concise and clearly written for a beginner investor. I've tried to read other books and either got bored or confused and stopped reading. This one I couldn't put down...so easy to read! I learned A LOT! The chapter on the history of capitalism was also interesting and helpful -- even for someone with a bachelor's in economics. I plan to buy my own copy! Most importantly, it taught me the importance of NOT spending money and investing in it instead!!! AFter reading the book, I stopped wasting money! I plan to read more of Peter Lynch's books!

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