

# Introduction to Stocks

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- **Ownership in a Company:** Stocks represent fractional ownership in a corporation, granting voting rights and potential dividends.
- **Market Accessibility:** Public stock exchanges provide an open marketplace for buying and selling equity shares.
- **Capital Growth Potential:** Historically, stocks have delivered superior returns over long investment horizons compared to other asset classes.



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# Types of Stocks

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- **Common vs Preferred:** Common stocks provide voting rights and dividends, while preferred stocks offer fixed dividends and priority over assets.
- **Growth Stocks:** Reinvest earnings into expansion with high potential returns but limited dividends, ideal for aggressive investors.
- **Dividend & Value Stocks:** Dividend stocks provide regular income; value stocks are undervalued by the market and expected to rebound.



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# How the Stock Market Works

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- **Stock Exchanges:** Centralized platforms like NYSE and NASDAQ facilitate the buying and selling of stocks with transparent pricing.
- **Market Participants:** Includes individual investors, institutional investors, brokers, and market makers contributing to liquidity.
- **Price Discovery Mechanism:** Prices are determined through supply and demand, reflecting investor sentiment, news, and fundamentals.



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# Evaluating Stocks

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- **Fundamental Analysis:** Assesses a company's financial health through metrics like earnings, revenue, and debt ratios.
- **Technical Analysis:** Uses charts and historical price data to forecast future stock movements and identify patterns.
- **Valuation Metrics:** Includes P/E ratio, PEG, P/B, and dividend yield to compare companies and identify value.

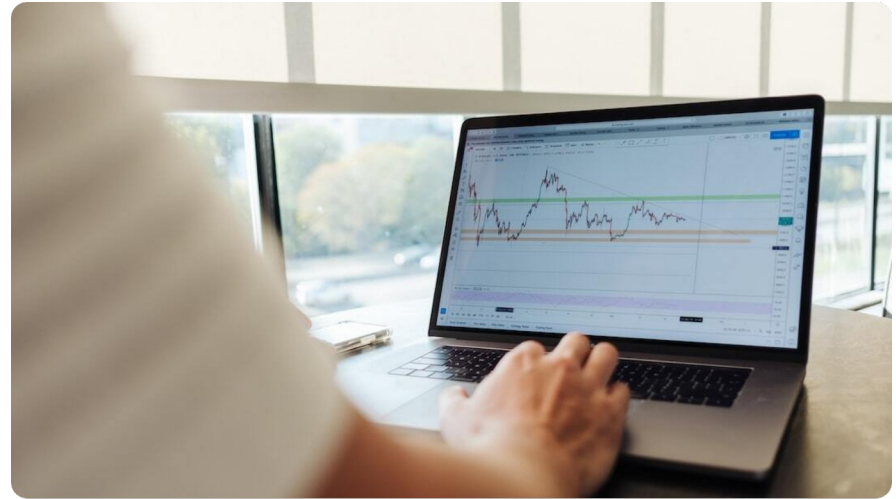


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# Risks and Rewards of Investing

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- **Market Volatility:** Stock prices can fluctuate widely due to economic data, earnings reports, and global events.
- **Diversification:** Spreading investments across sectors reduces exposure to individual stock risk.
- **Risk-Adjusted Returns:** Balancing potential returns against associated risks is key to sustainable portfolio growth.



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# How to Start Investing

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### **Open a Brokerage Account**

Select a reputable online broker with low fees, strong research tools, and good customer support.



### **Set Investment Goals**

Define time horizon, risk tolerance, and capital allocation for short- and long-term planning.



### **Start Small and Learn**

Begin with a diversified ETF or index fund, gradually increasing exposure as knowledge grows.

# Trends in the Stock Market

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### **Rise of ETFs and Index Funds**

These low-cost instruments offer diversification and have grown rapidly as passive investing gains traction.



### **AI and Algorithmic Trading**

High-frequency trading algorithms and AI models now dominate large volumes of market activity.



### **Sustainable and ESG Investing**

Investors increasingly favor companies with strong environmental, social, and governance metrics.

# Conclusion & Investment Tips

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- **Stay Informed:** Continuously educate yourself on market trends, economic indicators, and new investment tools.
- **Maintain Long-Term Perspective:** Avoid reacting emotionally to short-term volatility; consistent investing beats market timing.
- **Review and Rebalance:** Regularly assess your portfolio to align with evolving goals and risk tolerance.



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# Common Mistakes in Stock Investing

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## **Emotional Trading**

Reacting to fear or greed leads to poor timing and unnecessary losses.



## **Ignoring Diversification**

Over-concentrating on a few stocks increases portfolio risk significantly.



## **Lack of Research**

Investing without understanding the fundamentals or business model exposes you to avoidable risks.