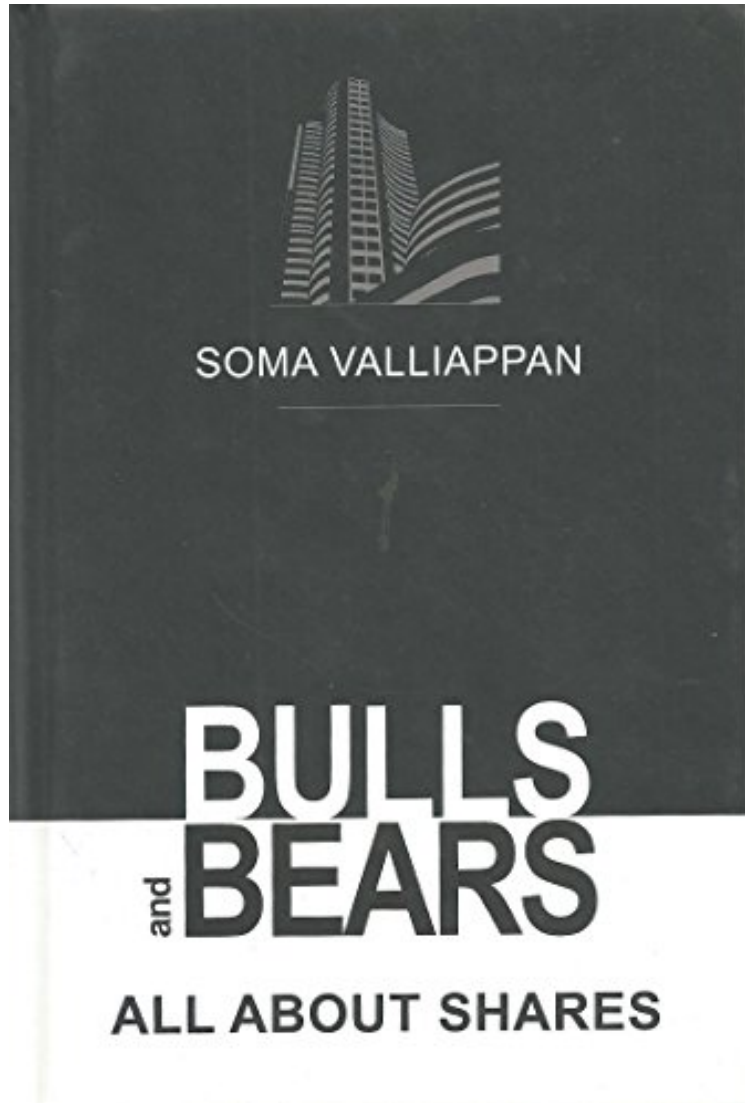


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Bulls and Bears: All About Shares

Soma Valliappan

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Wealth creation is the buzzword today, and being successful at it is not a matter of chance. The stock market has a crucial role to play in wealth creation. "Trading" in the stock market requires proper understanding of what and when to buy and sell. It can be intimidating for the first time entrant, and stories of failures probably abound. The successful investors seem to be from another plane, taking risks that is beyond the capability of an ordinary individual. Soma

Valliappan breaks this very myth in 'Bull and Bears - All about shares'. Investing in the share market works in certain basic principles and is well governed by rules and regulations. What one require is the eye to identify good companies to invest in, the right place and a certain watchfulness.