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Dr. Morris is the author of The Wall Street Journal Guide to Personal Finance, The Wall Street Journal Guide to Planning Your Financial Future, A Woman's Guide to Investing, A User's Guide to the Information Age and American Dreams: One Hundred Years of Business Ideas.

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The Best Books of 2020 - WSJ.com

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The Wall Street Journal is a daily newspaper first published in 1889. Today, it's available both in print and online. I used to subscribe to the paper version, but these days I get the paper only on the web or through a mobile app. The paper is one of the most popular in the United States.

Unravel the Mysteries of the Financial Markets—the Language, the Players, and the Strategies for Success Understanding money and investing has never been more important than it is today, as many of us are called upon to manage our own retirement planning, college savings funds, and health-care costs. Up-to-date and expertly written, The Wall Street Journal Complete Money and Investing Guidebook provides investors with a simple—but not simplistic—grounding in the world of finance. It breaks down the basics of how money and investing work, explaining:

- What must-have information you need to invest in stocks, bonds, and mutual funds
- How to see through the inscrutable theories and arcane jargon of financial insiders and advisers
- What market players, investing strategies, and money and investing history you should know
- Why individual investors should pay attention to the economy

Written in a clear, engaging style by Dave Kansas, one of America's top business journalists and editor of The Wall Street Journal Money & Investing section, this straightforward book is full of helpful charts, graphs, and illustrations and is an essential source for novice and experienced investors alike. Get your financial life in order with help from The Wall Street Journal. Look for:

- The Wall Street Journal Complete Personal Finance Guidebook
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This book tells the story of the turbulent decades when the book publishing industry collided with the great technological revolution of our time. From the surge of ebooks to the self-publishing explosion and the growing popularity of audiobooks, Book Wars provides a comprehensive and fine-grained account of technological disruption in one of our most important and successful creative industries. Like other sectors, publishing has been thrown into disarray by the digital revolution. The foundation on which this industry had been based for 500 years – the packaging and sale of words and images in the form of printed books – was called into question by a technological revolution that enabled symbolic content to be stored, manipulated and transmitted quickly and cheaply. Publishers and retailers found themselves facing a proliferation of new players who were offering new products and services and challenging some of their most deeply held principles and beliefs. The old industry was suddenly thrust into the limelight as bitter conflicts erupted between publishers and new entrants, including powerful new tech giants who saw the world in very different ways. The book wars had begun. While ebooks were at the heart of many of these conflicts, Thompson argues that the most fundamental consequences lie elsewhere. The print-on-paper book has proven to be a remarkably resilient cultural form, but the digital revolution has transformed the industry in other ways, spawning new players which now wield unprecedented power and giving rise to an array of new publishing forms. Most important of all, it has transformed the broader information and communication environment, creating new challenges and new opportunities for publishers as they seek to redefine their role in the digital age. This unrivalled account of the book publishing industry as it faces its greatest challenge since Gutenberg will be essential reading for anyone interested in books and their future.

## Read Free Wall Street Journal Book

A tale about big business, an imploding dynasty, a mogul at war, and a deal that epitomized an era of change While working at the Wall Street Journal, Sarah Ellison won praise for covering the \$5 billion acquisition that transformed the pride of Dow Jones and the estimable but eccentric Bancroft family into the jewel of Rupert Murdoch's kingdom. Here she expands that story, using her knowledge of the paper and its people to go deep inside the landmark transaction, as no outsider has or can, and also far beyond it, into the rocky transition when Murdoch's crew tussled with old Journal hands and geared up for battle with the New York Times. With access to all the players, Ellison moves from newsrooms to estates and shows Murdoch, finally, for who he is—maneuvering, firing, undoing all that the Bancrofts had protected. Her superlative account transforms news of the deal into a timeless chronicle of American life and power.

From America's most authoritative source: the quintessential primer on understanding and managing your money Money courses through just about every corner of our lives and has an impact on the way we live today and how we'll be able to live in the future. Understanding your money, and getting it to work for you, has never been more important than it is today, as more and more of us are called upon to manage every aspect of our financial lives, from managing day-to-day living expenses to planning a college savings fund and, ultimately, retirement. From The Wall Street Journal, the most trusted name in financial and money matters, this indispensable book takes the mystery out of personal finance. Start with the basics, learn how they work, and you'll become a better steward of your own money, today and in the future. Consider The Wall Street Journal Complete Personal Finance Guidebook your cheat sheet to the finances of your life. This book will help you:

- Understand the nuts and bolts of managing your money: banking, investing, borrowing, insurance, credit cards, taxes, and more
- Establish realistic budgets and savings plans
- Develop an investment strategy that makes sense for you
- Make the right financial decisions about real estate
- Plan for retirement intelligently

Also available—the companion to this guidebook: The Wall Street Journal Personal Finance Workbook, by Jeff D. Opdyke Get your financial life in order with help from The Wall Street Journal. Look for:

- The Wall Street Journal Complete Money and Investing Guidebook
- The Wall Street Journal Complete Identity Theft Guidebook
- The Wall Street Journal Complete Real Estate Investing Guidebook

For more than sixty years, The Wall Street Journal has prided itself not just on its serious journalism, but also on the whimsical and arcane stories that amuse and delight its readers. In that regard, animal stories have proven to be the most beloved of all. Now, veteran Journal reporter and Page One editor Ken Wells gathers the finest, funniest, and most fascinating of these animal tales in one exceptional book. Here are lighthearted, witty stories of breakthroughs in goldfish surgery, the untiring efforts of British animal lovers who guide lovesick toads across dangerous motorways, and the quest to tame doggy anxieties by prescribing the human pacifier Prozac. Other pieces reflect on mankind's impact on the animal kingdom: a close-up look at the nascent fish-rights movement, the retirement of U.S. Air Force chimpanzees that once soared through space, and ongoing scientific efforts to defeat that most hardy enemy -- the cockroach. Each of these fifty-odd stories -- from the outlandish to the poignant -- exemplifies the superb feature writing that makes The Wall Street

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Journal one of America's best-written newspapers. This charming and utterly captivating collection will be a joy not only to animal lovers, but to all those who appreciate artful storytelling by writers who are obviously having a wonderful time spinning the tales.

Over six terrifying, desperate days in October 1929, the fabulous fortune that Americans had built in stocks plunged with a fervor never seen before. At first, the drop seemed like a mistake, a mere glitch in the system. But as the decline gathered steam, so did the destruction. Over twenty-five billion dollars in individual wealth was lost, vanished, gone. People watched their dreams fade before their very eyes. Investing in the stock market would never be the same. Here, Wall Street Journal bureau chief Karen Blumenthal chronicles the six-day period that brought the country to its knees, from fascinating tales of key stock-market players, like Michael J. Meehan, an immigrant who started his career hustling cigars outside theaters and helped convince thousands to gamble their hard-earned money as never before, to riveting accounts of the power struggles between Wall Street and Washington, to poignant stories from those who lost their savings—and more—to the allure of stocks and the power of greed. For young readers living in an era of stock-market fascination, this engrossing account explains stock-market fundamentals while bringing to life the darkest days of the mammoth crash of 1929.

The conservative, thoughtful, thrifty investor's guide to building a real-estate empire. Profitable real-estate investing opportunities exist everywhere as long as you know what to look for and understand how to make prudent deals that transform property into profits. David Crook, of The Wall Street Journal, shows how to make safe and sane investments that ensure a good night's sleep as your real-estate portfolio grows, your properties appreciate and your income increases. The Wall Street Journal Complete Real-Estate Investing Guidebook offers the most authoritative information on:

- Why real-estate investing is a great wealth-building alternative to stocks and bonds and why it's crucial that you avoid get-rich schemes
- How to get the financing and make the contacts to get started
- How to start small and local, be hands-on and go step-by-step with a vacation home to rent out, a pure rental property or a small apartment building
- How to find and value great properties, do the numbers and ensure you have that beautiful thing called cash flow
- How the government blesses real-estate investors with tax breaks and loopholes, and how you can be one of the anointed
- How to deal with the nuts-and-bolts of being a landlord and have a strife-free relationship with your tenants

Your Map for a Brave New Real-Estate World The days of real-estate mania—when you really couldn't go wrong with buying a home, then selling it in a few years for a lot more than you paid for it—are over. Inflated prices and the “subprime” mortgage crisis have finally burst the bubble. Now, more than ever, it's important for current and prospective home buyers to understand just what they're getting into when they take that plunge—and to think smarter when it comes to making the most of their biggest asset. The Wall Street Journal. Complete Home Owner's Guidebook shows readers how to become savvy home buyers—and eventually owners—not only in this new, uncertain era but in any market:

- Understand the benefits and pitfalls of owning versus renting
- Make sense of the housing market—ask the important questions, factor in

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the unforeseen costs, and explode the big myths of home ownership • Take advantage of current opportunities if you're a first-time home buyer • Overcome the challenges if you're looking to trade up or cash out on your home for retirement • Make the best profit on your home in any market • Understand why your home—your number one asset—really isn't such a great investment From the Trade Paperback edition.

Covers banking services, credit, home finance, financial planning, investments, and taxes.

Traces the history of money and discusses stocks, bonds, mutual funds, futures, and options.

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