

Common Stock Symbols

BlockBuster	BBI	PepsiCo	PEP
Nike	NKE	Dell	DELL
Verizon Communications	VZ	Pfizer	PFE
Procter & Gamble	PG	Applebee's	APPB
Coca-Cola Enterprises	CCE	AT&T	T
Hewlett-Packard	HPQ	3M	MMM
General Motors	GM	Microsoft	MSFT
Kraft Foods	KFT	Ruby Tuesday	RI
WalMart	WMT	Apple Computer	AAPL
Texas Instruments	TXN	PetSmart	PETM

- What is a stock? When you own a share of stock, you are a part owner in the company with a claim (however small it may be) on every asset and every penny in earnings.
- Prices of stocks go up and down several times each day. The current price is what you can buy the stock at. It is best to look at a longer time period, such as 52 weeks.
- Stock prices track earnings. If the price of the stock goes up, you have increased your money; if the price of stock goes down, you have lost some money. This where the saying “buy low and sell high” comes from.
- Over the long-term, stocks have outperformed all other investments. It is smarter to buy and hold good stocks than to buy and sell them often. Stocks are your best bet in beating inflation.