

Stay Invested During the Course of Economic Ups And Downs



Vocabulary

Bond: a certificate issued by a government or a public company promising to repay borrowed money at a fixed rate of interest at a specified time.

Capitalization: the provision of capital for a company, or the conversion of income or assets into capital.

Securities: certificates attesting credit, the ownership of stocks or bonds, or the right to ownership connected with tradable derivatives.

Downturn: a decline in economic, business, or other activity.

Entity: an organization or a business that has its own separate legal and financial existence.

Endure: to suffer (something painful or difficult) patiently.

Weather (*verb*): to withstand (a difficulty or danger).

Broker: a person who buys and sells goods or assets for others.

Stake: a share or interest in a business, situation, or system.

Why Invest In The Stock Market?

The stock market has **endured** its fair share of ups and downs over the years, but, in fact, the benefits of investing haven't changed. What has changed — or needs to change — is the public's perception of the stock market and its associated risks. In addition to investing some of your available cash in a savings account, consider the reasons why stocks continue to be a viable investment and why you should invest in the stock market whether you're a beginner or a more experienced investor. Let us look at some of them:

