

Investing Between The Lines: How To Make Smarter Decisions By Decoding Ceo Communications - L.j. Rittenhouse

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A groundbreaking system for measuring organizational trustworthiness to determine investment potential" Tremendous! Laura Rittenhouse has delivered again! Investing Between the Lines is destined to become a classic in showing how candor is the language of trust and how trust is the basis on which companies ultimately succeed. I highly recommend this most interesting and insightful book." Stephen M. R. Covey, author of the New York Times and #1 Wall Street Journal bestseller The Speed of Trust and coauthor of Smart Trust In Investing Between the Lines, CEO communications expert, L. J. Rittenhouse offers a proven methodology for accurately analyzing the worthiness of an investment: Reading corporate "fog," i.e., shareholder letters, and other corporate correspondence. Based on a model that's made believers of Warren Buffet and Jack Welch, Rittenhouse looks at the "fog" of 100 Fortune 500 companies and then overlays these "Fog rankings" on the stock's price performance. It's a system that made Rittenhouse one of the very first to predict the Lehman Bros. implosion, and other financial disasters and that will arm investors with the skills and knowledge to unearth hidden risks in their portfolios and pick potential winners. L. J. Rittenhouse is president of Rittenhouse Rankings Inc, a CEO strategic and investor relations company that annually conducts a benchmark survey of CEO candor and stock price performance Author: Rittenhouse, L.J. Publisher: McGraw-Hill Illustration: N Language: ENG Title: Investing Between the Lines: How to Make Smarter Decisions By Decoding CEO Communications Pages: 00240 (Encrypted EPUB) / 00240 (Encrypted PDF) On Sale: 2012-12-15 SKU-13/ISBN: 9780071714075 Category: Business & Economics : Finance

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