

Chapter 3 (Investment Information and Securities Transactions) digs into the information discovery process and how investors learn about different investments. You are encouraged to review the material in our text, but to also go beyond our text to find additional sources of information. For this research assignment:

Select a US-based publicly traded company that has been trading publicly for at least five years, and use that firm to address the following topics:

Find several sources of descriptive information, summarizing what you learn from them

Find several sources of analytic information, summarizing what you learn from them

Are you more bullish or bearish about the stock after your research? Explain why or why not.

Which type of information exerted more influence over your current opinion about the stock?

Which type of information is less trustworthy? Why?

Submit an essay directly addressing the research topic. Any sources you use to develop your report should be appropriately cited. You have discretion on the specific length and format, but, your goal is to demonstrate subject matter expertise.