## **Contents**

reface	ix xiii
CHAPTER 2  The New Investor—and What Influences the Investment Decision  This Ain't Your Father's House No More	9
CHAPTER 3  Regulation  Rules Of Disclosure—The SEC and Sarbanes-Oxley	27
CHAPTER 4 The Street A Funny Thing Happened on the Way to Unbridled Wealth	65
CHAPTER 5  Talking to the Financial Community and the Shareholder  Let Me Tell You About Our Company	89

217

Index

**About the Author**