

<b>Dow</b> 8076.29 - 0.00 (0.00%)	<b>NASDAQ</b> 1694.29 - 0.00 (0.00%)	<b>S&amp;P 500</b> 866.23 - 0.00 (0.00%)	<b>10 Year Treasury</b> 2.96 <i>EDD</i> ▼ -0.02 (-0.67%)	<b>Russell 2000</b> 478.74 - 0.00 (0.00%)
--------------------------------------	---	---	---	--

ANALYSIS



**Dow jonesing for a makeover, critics contend**

By Deepa Seetharaman  
 March 2, 2009

Sagging Index no longer reflects what's going on in the market, some say, Replacements? Google it, to start.



**OpEd: Forget inflation, deflation is the real worrier**

By Hans-Werner Sinn  
 March 2, 2009

Downward price spiral will actually boost the cost of capital for most companies. CFOs, take note.



**Is Obama just bluffing on banks?**

By Ronald Fink  
 March 2, 2009

The latest bailout at AIG could be a preview of how the president will deal with Wall Street.



**For a change, some good news from the finance front**

By Matthew Quinn  
 March 2, 2009

No corporate defaults. Big debt offerings. Percolating CP issuance. Things may be looking up in the capital markets.

➤ [MORE ANALYSIS](#)

PRINT EMAIL RSS REPRINT SHARE

**Investor relations could mean more to your stock price than you think. Like 25% more.**

By Jeff Nash  
 September 13, 2007 12:51 PM ET

Most institutional investors believe investor relations, done well or poorly, may account for as much as a 25% swing in a company's stock price, a new study has found.

Eighty-two percent of U.S. buy-side investors said that IR affects a company's valuation, according to an analysis recently conducted by Rivel Research Group, a marketing research firm in Westport, Conn. Furthermore, these investors judged that the impact of "superb" IR was a median 10% premium in a company's stock price, while "poor" IR resulted in a median discount of 15%.

The research firm conducted interviews with a random sample of 243 investors from mutual funds, pension funds and insurance companies.

The study found that "superb" IR includes building management credibility—the No. 1 catalyst of investment decisions—by setting financial goals, explaining them clearly to investors, and then achieving them. Indeed, investors are increasingly relying on IR pros to explain the company's strategic plan, the study discovered, with 69% of investors saying they rely on a company's IR department when making an investment decision, up from 47% two years ago.

Among other things, the study found that "poor" IR included failing to articulate a simple and effective financial plan to investors. "With some companies, their messages to investors are all over the place," said Brian Rivel, the research firm's president. "It's too much information. An IR team needs to develop unique, carefully crafted and targeted messages that help investors differentiate its company from all the others out there."

Meanwhile, the study found that 83% of investors said that they discover new companies as investment ideas through the media, up eight percentage points from 2005.

Write to the editors at [fw\\_editor@financialweek.com](mailto:fw_editor@financialweek.com).

PRINT EMAIL RSS REPRINT SHARE

Reproductions and distribution of the above article are strictly prohibited. To order reprints and/or request permission to use the article in full or partial format please contact our Reprint Sales Manager at (732) 723-0569.

CRAIN'S BENEFITS OUTLOOK 2009

What's next for corporate benefits? Find out at this new website from the Crain Financial Group

[CRAINSBENEFITS.COM](http://CRAINSBENEFITS.COM)



SPECIAL REPORT

FinancialWeek  
**Highest Paid CFOs**  
 Who is No. 1 1000 CFOs  
 Who is No. 1

MOST POPULAR

1. Dow jonesing for a makeover, critics contend
2. OpEd: Forget inflation, deflation is the real worrier
3. Is Obama just bluffing on banks?
4. For a change, some good news from the finance front
5. Rx for U.S. banks: Made in China?