



Rich Shareowner, Poor Shareowner! Common Sense for Investors and Managers!

Will Marshall

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In the tranquil setting of a Colorado dude ranch, New York investment banker Wendy Stevens and her fellow guests learn from each other and the tantalizingly Socratic Sam McAllen what creates value for Shareowners. Over early morning coffee, on a cattle drive, and around high country campfires, they learn the three factors that cause stock prices to change, they learn who controls each of these factors, and they learn how both Managers and Shareowners "cause value to happen". The week taught Wendy more about how value was created than her 16 years as an investment banker. In fact, she felt that if the ideas were used by a simple majority of companies, there would be a national surge in productivity rivaling the PC, Internet, and Quality Process combined. At the end of the week, Wendy drove away from the ranch refreshed and energized with new ideas to help her become a Richer Shareowner. But, she also left with new friends and a new perspective on the important things in life!

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