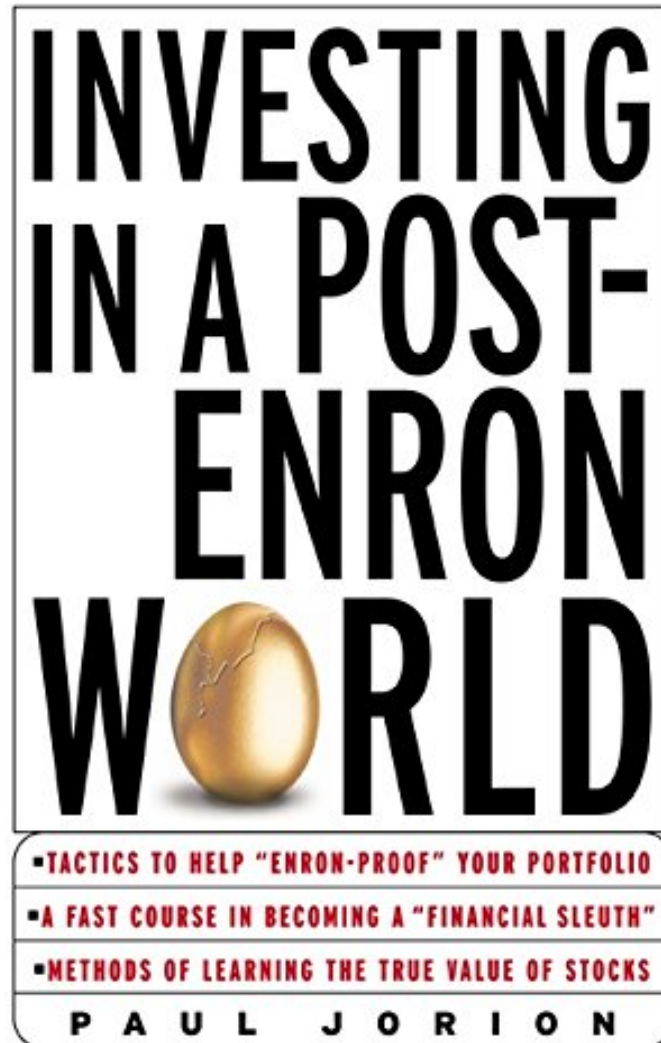


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## Investing in a Post-Enron World

*Paul Jorion*

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Asset-protecting strategies for the millions of investors spooked by the ongoing Enron debacle The collapse of Enron--one of the most costly bankruptcy cases in history--has led millions of investors to question the safety of their portfolios and retirement plans. Investing in a Post-Enron World gives wary investors the tools they need to determine the safety of any investment and outlines a step-by-step program for ensuring that their portfolios are shielded from sudden disasters. The first Enron book specifically for investors, Investing in a Post-Enron World pulls no punches in telling investors what to buy and whom to trust, along with red flags to watch for. Its numerous methods for minimizing risk and overexposure include: A quick course in investing and finance Guidelines for pulling the truth from financial statements Rules for "Enron-proofing" a portfolio through diversification Simple techniques for valuing a company and its stock Ways to manage downside risk How to become a "financial sleuth"

From the Author You want to understand what's the current debate about dividends? Why they shouldn't be double-taxed and why the fact that the rich will be the first to benefit from having the tax repealed doesn't matter because in the end everyone will benefit? Investing in a Post-Enron World is that book for you. Shareholders can blackball those companies that refuse to play the share system by the rules. They can force them to get back to the roots of a share system. They can force them to pay the proper compensation for capital lent in a share system: dividends. If they don't, they'll be snubbed by shareholders That is, until they show they've begun to understand the lesson (Microsoft has been very quick to understand it.) Investing in a Post-Enron World provides abundant advice on how to invest in the stock market because the system is intrinsically good for the shareholder and good for the economy while putting the pressure on the capital markets where needed and bypassing the hijacking of capital growth that the top management of some corporations has managed to operate. In the process, I give sound and practical advice about how to recognize accident-prone companies, how to manage a 401(k) as part of a retirement plan, How not to lose money on stock options, etc. From the Back Cover Steps You Can--and Must--Take to Shield Your Portfolio from Enron-Type Corporate Disasters Enron, WorldCom, and other high-profile corporate implosions have spooked today's investors. Which company will be the next to "restate earnings?" Do you own its stock in your portfolio? And, most important, how can you protect yourself? Investing in a Post-Enron World shows you how to keep ticking time bombs out of your portfolio or 401(k). Bypassing high-level mathematics and techniques to focus on straightforward methods for uncovering and avoiding perilous companies and situations, this guide for heads-up investing covers: Ways to determine how closely a stock's price reflects its actual value Warning signs of a company in danger, no matter how healthy it seems on paper Strategies for extracting usable information from often-biased analysts' recommendations The Enron bankruptcy will always be remembered for the billions of dollars it cost investors. But it has also provided investors with a valuable lesson on the high cost of ignoring the stocks they own, and blindly trusting market professionals to work in investors' best interests. Investing in a Post-Enron World shows you how to rebalance the scales, and take personal responsibility for the stocks in your portfolio--before you hear about them on the evening news. About the Author Paul Jorion, Ph.D., has more than a decade of experience in derivatives trading, financial risk management, and deferred compensation. Dr. Jorion has been a professor at Cambridge University and Paris University and a regents' lecturer at the University of California, Irvine.