

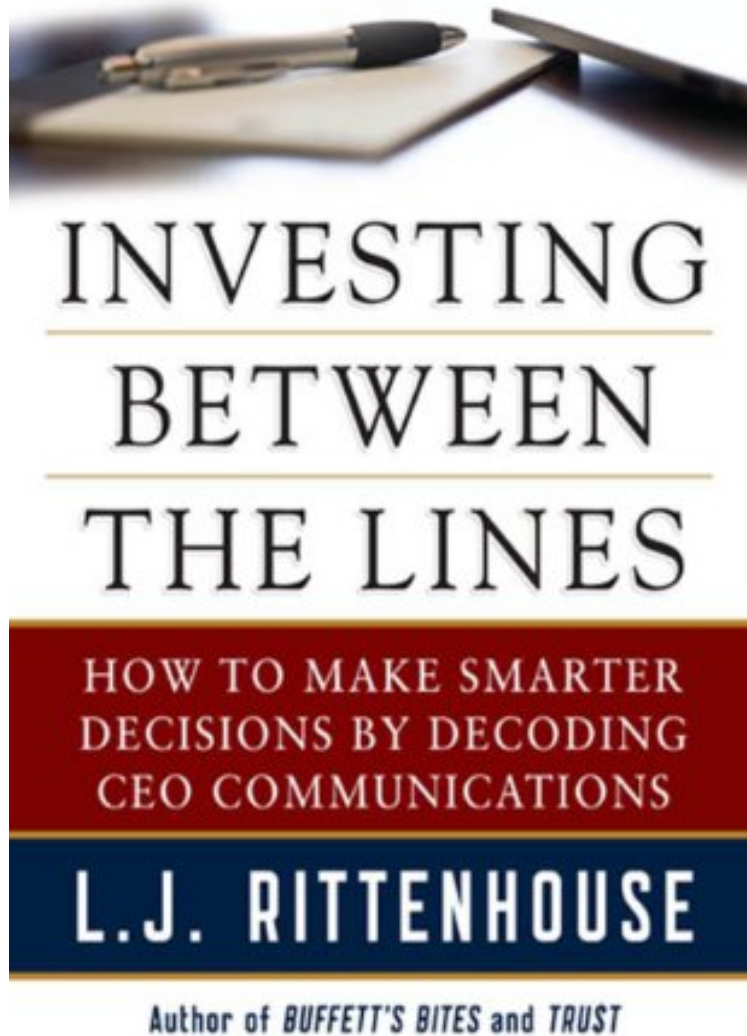
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Investing Between the Lines: How to Make Smarter Decisions By Decoding CEO Communications (General Finance Investing)

L.J. Rittenhouse

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"Rittenhouse is still on the side of the angels."
—WARREN BUFFETT, CHAIRMAN AND CEO OF BERKSHIRE HATHAWAY



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L.J. Rittenhouse : Investing Between the Lines: How to Make Smarter Decisions By Decoding CEO Communications (General Finance Investing) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Investing Between the Lines: How to Make Smarter Decisions By Decoding CEO Communications (General Finance Investing):

0 of 0 people found the following review helpful. Well worth a read. By Stephen P. Percoco L.J. Rittenhouse drives home the point that the CEO's annual letter to shareholders provides important insights into the company's historical performance and future outlook. The book is chock full of examples - many of which are well known corporate failures - where the clues to future problems might have been ferreted out by a careful reading of the preceding annual letters. LJR offers a methodical approach for evaluation those annual letters (which is also the basis of her consulting and advisory business). Although some of her analysis leaves you wondering whether it has benefited substantially from hindsight, the book is well worth reading by those who are looking for the clues to future company (and stock price) performance.

0 of 0 people found the following review helpful. Good book By Sergei Very good book, full of insights. The book presents a method of linguistic analysis of CEO letters to shareholders. The method helps assess CEO character and fits nicely into the five C's of credit analysis. I suppose the same method can be used to assess any statements made by executives, i.e. newspaper interviews or statements during conference calls. My only question is how to code it so that the computer does all the work, otherwise reading and interpreting the CEO letters will require a lot of highly skilled effort and therefore very high costs.

0 of 0 people found the following review helpful. Great Book for Investing Fundamentals By David Chernow This is a book that is designed to convey investing fundamentals. I work in finance as an investor and have read all of the mainstream investing books, including "The Intelligent Investor." Investing books can be dense, but I found that "Investing Between the Lines" did a great job of conveying the necessary information without over complicating it. The chapters are laid out and organized well making the book easy to reference back to. It is also a quick read; I was able to get through the entire book on a domestic plane ride.

The essential guide to making smarter decisions by decoding CEO Communications Recommended reading in Warren Buffett's 2013 Shareholder Letter Investing Between the Lines introduces a revolutionary method for evaluating the financial integrity of a company. You don't need special access to "insider" information or a degree in accounting to figure it out. In fact, the secret is right in front of you—in black and white—in the words of every shareholder letter, annual report, and corporate correspondence you receive. Investing Between the Lines shows you how to:

- Decipher the "fog" of confusing company communications
- Decode the real meaning behind corporate jargon and platitudes
- Separate the facts from the fluff in annual reports and quarterly earnings calls
- Safeguard your money by investing in companies that steward investor capital

Too often, corporate executives and investment professionals are expected to deliver short-term results. As a result, they are compelled to turn to accounting techniques and unclear language to meet these expectations. In Investing Between the Lines, L.J. Rittenhouse lays out her time-tested approach for recognizing at-risk businesses before trouble hits. This is the same method she used to predict the collapse of Enron and the fall of Lehman. From comparing the statements of Ford, GM, and Toyota to revealing why FedEx and Wells Fargo have been so successful, Investing Between the Lines shows that Rittenhouse's system is one of the most powerful tools a corporate leader or investor can have. Once you learn the clues to decode CEO communications, you will be able to invest between the lines—to figure out exactly what a company's CEO is or isn't telling you. Whether you're a professional investor, a new shareholder, or a CEO who wants to improve how your company communicates, Investing Between the Lines is one of the best investments you'll ever make.

Praise for Investing Between the Lines

- "Rittenhouse is still on the side of the angels." —WARREN BUFFETT, Chairman and CEO, Berkshire Hathaway
- Tremendous! Investing Between the Lines is destined to become a classic in showing how candor is the language of trust and how trust is the basis on which companies ultimately succeed." —STEPHEN M. R. COVEY, author of the New York Times and #1 Wall Street Journal bestseller, The Speed of Trust, and coauthor of Smart Trust
- "Before investing only by the numbers, read Investing Between the Lines. In it, L.J. Rittenhouse makes a compelling case that CEOs' words matter too." —JAMES HESKETT, Baker Foundation Professor Emeritus, Harvard Business School, and author of The Culture Cycle
- "An intriguing read that gets to the heart of the 21st-century leadership challenge—the need for leaders to candidly build and earn the trust of their stakeholders in an enduring way." —DOUGLAS R. CONANT, Former President, CEO, and Director of Campbell Soup Company and New York Times bestselling author of TouchPoints
- "This book is the Rosetta Stone for investors and the high-water mark for CEOs." —DAVID CHILDERS, CEO of Compli, Inc., and Director, Society of Corporate Compliance and Ethics
- "L.J. Rittenhouse reports on over a decade of research analyzing executive communications and finds leadership clues that reveal the true values of a corporate culture which, in turn, determine performance." —LOUISE M. MORMAN, Executive Director, Lockheed Martin Leadership Institute, Miami University

"On Warren Buffett's Recommended Reading List" —Berkshire Hathaway Annual Shareholder Letter, 2012 "...investors ought to pay better attention to the way CEOs, the stewards of their capital, express themselves. That idea is the premise behind a new book from McGraw-Hill that explores the relationship between stock picking and executive candor...worthy of investor attention." —Barron's

Investing Between the Lines by L.J. Rittenhouse, has a lot to say about communication in general and CEO communication in particular. [This book]

stands out for its emphasis on research and data, rather than just opinion. [It] should be dog-eared, filled with flags, passages underlined and highlighted... IR Magazine Rittenhouse offers page after page of detailed analyses of corporate communications. These analyses are not always intuitively obvious. I for one am grateful for her efforts. Seeking Alpha