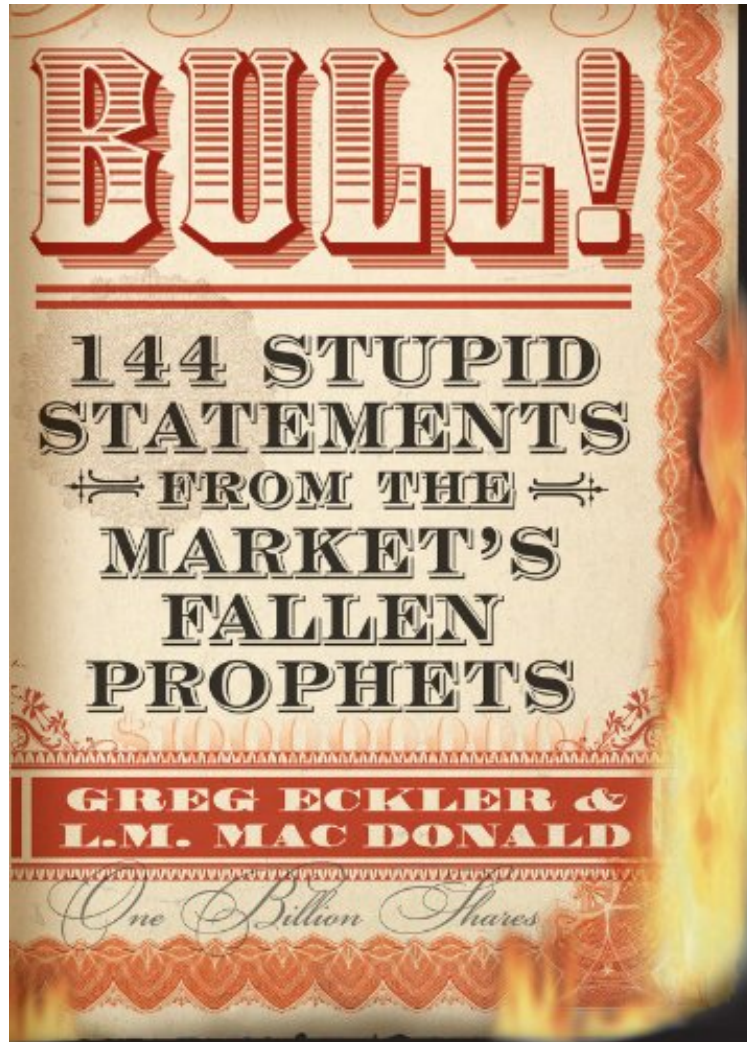


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Bull!: 144 Stupid Statements from the Market's Fallen Prophets

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accompanied by the aftermath specific to that statement, a critical analysis, an update about the "fallen prophet" who made the statement and that cursed company, and a sacastic bottomline echoing that statement. It's definitely a page turner. Though it will be a long time before we will go into another maniac of the scale of the Y2K Internet Bubble, at least not before people completely forgot the lesson and shouted "this time is different", it's good to place this book in an eye catching place inside your investment/trading book collection coz creepy analysts, anchors, CEOs, Chairmans etc are still after us on media everyday. In short, beware! Take no tips! Just do it! (your own homework).p.s. It's not a shame to make wrong recommendations. However, It's shameful to deny without a blush one had been wrong at all. Below please find some copy and paste for your "easy" reference:-Asked in Feb 2000 for five stocks to hold for next five years, James Cramer serves up this dog's breakfast: "Yahoo!, AOL, SUNW, NOK, CSCO." pg 8 "What is dangerous is for Americans not to be in the stock market. We're going to reach the point where the stocks are correctly priced, and we think that's 36,000." James Glassman, CNN, Dec 1999. pg 38 "I really dont think valuation is all that relevant here. So I would stick with the market leaders." Gregg Hymowitz, Prinicipal, Enthrust Capital, CNN, March 2000. pg 52 "We have a better business model. It's a fundamentally better business model." Jeffrey Skilling, CEO, Enron, Information Week, Nov 2000 pg 90 "There are absolutely no problems that had anything to do with Jeff's departure. There are no accounting issues, no trading issues, no reserve issues, no previously unknown problem issues. The company is probably in the strongest and best shape that it has ever been in." Kenneth Lay, Chairman, Enron, Businessweek Online Aug 2001 pg 91 "The firm that figures out how to bring out the knowledge and insights of two disciplines together to get the power of three, will be the real leader in this model. And we intend to be that leader." Joseph Bernardino, CEO, Arthur Andersen, Business Times, Singapore, Feb 2001 pg 92

Through the 1990s, stocks went up for so long that millions started to believe the pundits who predicted they would climb forever. The market was heralded as a magic get-rich-quick scheme - and its stars were the breathless financial reporters, analysts, politicians, and CEOs who urged Americans to buy, buy, buy and hold, hold, hold. But trees don't grow to the sky and as the market plummets by frequent and lasting double-digit drops, these stars no longer seem as bright. In retrospect, some seem downright stupid. Authors Greg Eckler and L. M. Mac Donald use their wry perspective to profile them all, reminding us that there was a whole team of "experts" encouraging us to rip up our savings while the rich got "super rich." With quotes from Alan Greenspan, Al Gore, Bernie Ebberts, Larry King, and more, Bull! provides a humorously outrageous look at the bubble that many swore could never burst.

About the Author Greg Eckler began his 14-year comedy career at YukYuks, along with Jim Carrey, Norm Macdonald, and Howie Mandel. He has written for Mad magazine and numerous Canadian television shows. Greg lives with his wife and daughter in Toronto. L. M. Mac Donald is a New York writer and producer who works in television and film. She is also the coauthor of Kay Darling. The authors previously worked together on the talk show Open Mike with Mike Bullard and cowrote Open Book: Little Thought from a Big Head, which sold 25,000 hardcover copies