



CEO



General Manager



Manager



Assistant Manager



Employee



Intern



EVERYTHING IN THE STOCK MARKET IS
EVENT OR NEWS DRIVEN.
EACH COMPANY THAT IS PUBLICLY TRADING,
LIVE FROM ONE NEWS TO THE NEXT NEWS.

TOP NEWS THAT CAN “KILL OR CURE” THE PRICE OF THE STOCK



- **Good positive reports (earnings)**
- **Upgrades**
- **Good positive Guidance**
- **Mergers and acquisitions**
- **Payments of dividends**
- **Getting a major contract**
- **Positive drug test (FDA approved)**
- **Buy back own shares**
- **Optimistic performance of CEO**
- **Winning a court case**
- **The inclusion to the index S&P, DOW, Russell, NASDAQ**
- **New products**
- **Bad report (earnings)**
- **Downgrades**
- **Lowering Guidance**
- **Refusal to purchase the company**
- **Loss of major contract**
- **Force Majeure (cataclysm)**
- **Loss OF a trial (FDA disapproved)**
- **Conduct OF illegal business**
- **Company exclusion from the index S&P, DOW, Russell, NASDAQ**
- **Reduction in economic rankings**
- **Fraud (any kind)**
- **Decreasing of dividends**

NEWS DESK WERE TRADERS TRADING ONLY LIFE NEWS



- NEWS ARE SO IMPORTANT THAT THERE EVEN A BUSINESS IS BUILD AROUND IT

Medivation INC.



RINO International Corporation



Diedrich Coffee Incorporated



Harman International Industries

NO BUY



WellCare Health Plans, Inc

$$2 + 2 = 5$$

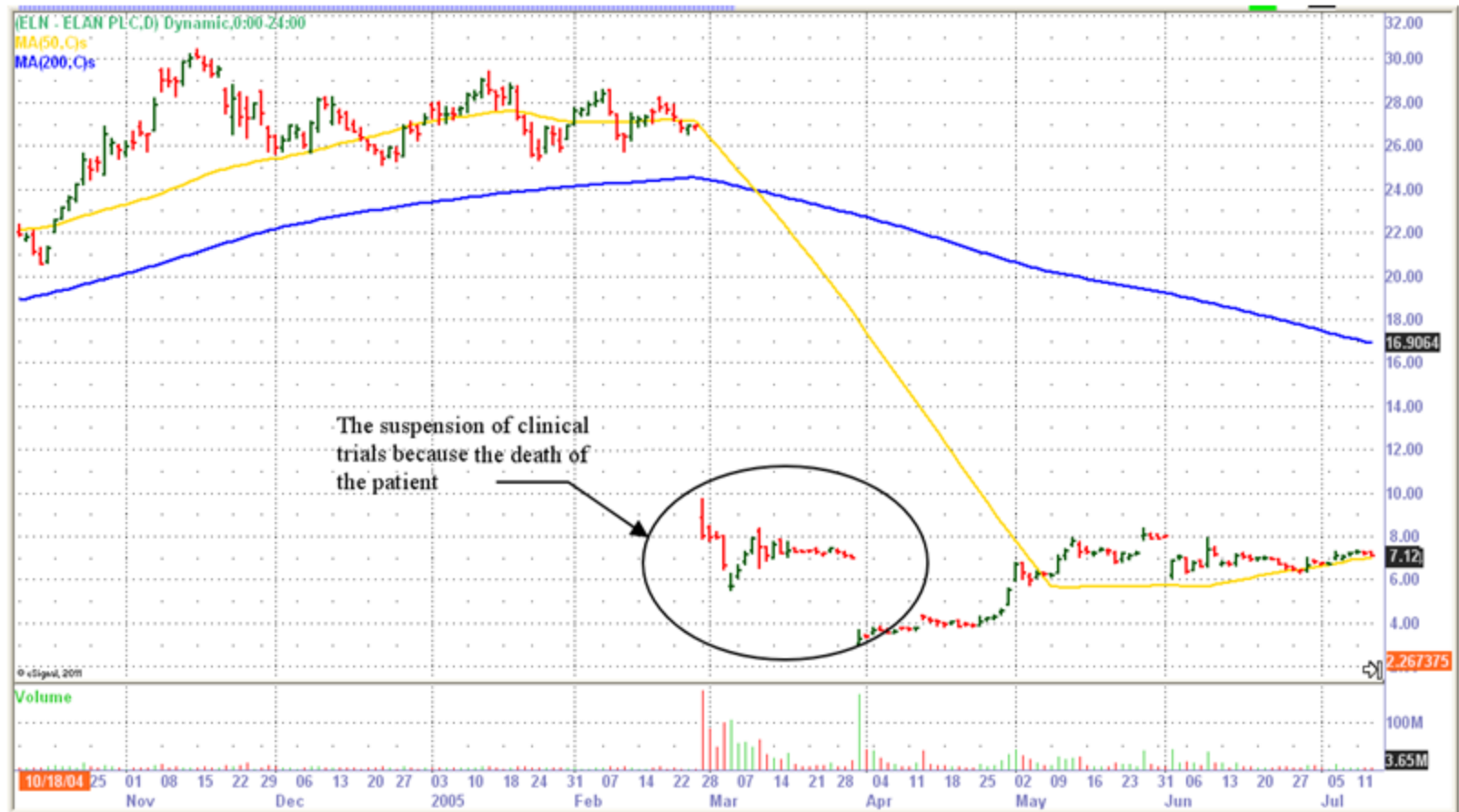
For EXTREMELY large
values of 2



Elan Corporation



"Let me guess. You had to review your diagnosis."





**Check
The News
Before
Buying
or
Selling**

Groupon Inc.

BIG SALE



1. November 4, 2011 - Initial Public Offering at Nasdaq
2. Falling after the IPO (daily chart)
3. Falling after the IPO (15 minute chart)
4. February 8, 2012 - Bad quarterly report (after the market close)



<http://news.yahoo.com/facebook-defriending-led-double-murder-police-014442236.html>