Winning Investors Over: A Fireside Chat with Baruch Lev and Gene Epstein

Join NIRI NY on Thursday, March 8th for in interactive discussion with Baruch Lev, author of "Winning Investors Over: Surprising Truths About Honesty, Earnings Guidance, and Other Ways to Boost Your Stock Price". Lev will be joined by Gene Epstein, author of *Barron's* "Economic Beat".

Professor Lev is the director of the Vincent C. Ross Institute of Accounting Research and the Philip Bardes Professor of Accounting and Finance at New York University Stern School of Business. Epstein is Barron's Economics and Book Review Editor and is the author of "ECONOSPINNING: How to Read between the Lines when the Media Manipulate the Numbers".

Lev's research tackles thought-provoking topics including:

- Quantifying the impact of "soft information" on your stock
- Managing investor expectations and earnings guidance
- Understanding investor behavior and building long-term relationships
- Best practices for delivering "bad" news
- Can your company's valuation be "too high"

Program Details:

Date:	Thursday, March 8
Location:	NYU Stern School of Business, Kaufman Management Center 44 West Fourth St. (at Greene St.) Barr-Kawamura Commons Room 5-50, 5th floor
Registration:	6:00 pm
Program:	6:30 pm
Reception:	7:30 - 8:30 pm
Cost:	$50 members/$75 non members
RSVP:	cleanlists@mindspring.com