

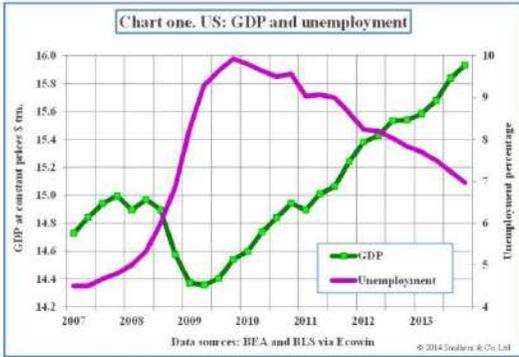
What Factors Affect a Company's Stock Price?

Change in Management/Leadership	Cost Cutting Measures (Downsizing Labor Force)	Company Merger/Acquisitions	Quarterly Revenue Reports
<p>YAHOO Shares fell Monday after the company said late Friday that a key executive, Chief Marketing Officer Kathy Savitt, is leaving. She was one of CEO Marissa Mayer's first hires and the latest in a series of exits by top executives.</p>  <p>Aug. 21 Sept. 18</p> <p style="text-align: right;">\$30.74</p>	<p>HEWLETT-PACKARD Late Tuesday, HP said 25,000 to 30,000 jobs will be cut from the enterprise division as part of a planned spinoff. Shares rose Wednesday after the cuts, meant to save \$2.7B a year, were announced.</p>  <p>Aug. 21 Sept. 18</p> <p style="text-align: right;">\$26.54</p>	 <p>Online travel agent Expedia (EXPE) saw its shares soar \$5.54, or 4%, to \$130.22 Thursday after its \$1.3 billion buyout of rival Orbitz Worldwide closed. The U.S. Justice Department said Wednesday it would allow the deal to go through – adding Orbitz to Expedia's already massive online travel booking empire. Expedia already owns Travelocity and Hotels.com. Expedia can now work to integrate Orbitz' operations with its own.</p>	 <p>Shares of autoseller CarMax (KMX) are down 5% Tuesday after investors were disappointed the company's quarterly revenue came up short. CarMax reported revenue of \$3.9 billion during the August quarter, up 8% from the same period a year ago. The problem is that investors were calling for revenue of \$3.96 billion, or roughly 2% more. The revenue line disappointment overshadowed the company's better-than-expected profit.</p>
Sales (Revenue) Decline	Sales (Revenue) Growth	New Product Launch	Government Decisions (The FED)
 <p>J.C. Penney Co. on Wednesday, Oct. 8, 2014 says its shares fell nearly 10 percent after the department store operator warned that its sales last month were weaker than expected</p>	<p>SONIC The fast-food burger chain disappointed investors Tuesday with its report that sales at stores open at least a year rose 4.9% in the fourth fiscal quarter. It said fiscal 2016 same-store sales should rise 2% to 4%.</p>  <p>Aug. 21 Sept. 18</p> <p style="text-align: right;">\$24.71</p>	 <p>Microsoft announced the workplace productivity suite for Windows 10, Office 2016, is now available for download. The package includes: applications such as Word, Outlook, Excel and a business-friendly version of Skype. Key features in the new version of Office include real-time co-authoring in Word, allowing multiple people to work on a document at once and multifactor authentication for the enterprise market. Office 2016 is part of Microsoft's massive Windows 10 launch. The upgrade operating system for PCs and mobile devices launched this summer. More than 75 million devices are running Windows 10.</p>	 <p>Stocks climbed Monday as Wall Street shook off a two-day slump that was sparked by last week's decision by the Fed not to raise interest rates.</p> <p>If jobs came in super strong it could have boosted the odds of a Fed interest rate hike when the central bank meets. Low rates, of course, have helped power stocks higher the past six years.</p>

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Market Analysis News	Production News (Decrease)	Company Buy-Back	Company's Marketing Strategy
 <p>Shares of GoPro are down nearly 8% Monday following a critical report of the company in Barron's. Barron's reported that "danger lurks" for investors in the maker of cameras used by extreme sports enthusiasts. The stock market publication says shares of GoPro could fall to \$25 a share. Shares are down \$2.66, or 7.6%, to \$32.43 Monday.</p>	 <p>Caterpillar Inc slashed its revenue forecast for 2015 by \$1 billion and said it could cut up to 10,000 jobs through 2018, amid a downturn in the mining and energy industries. Shares of the world's biggest construction and mining equipment maker, which has also been hit by a slowdown in industrial activity in China, fell as much as 8 percent to a five-year low of \$64.65 on Thursday. The stock also pulled down shares of other industrial companies and knocked 31 points off the Dow Jones Industrial Average.</p>	 <p>Shares of Nathan's Famous (NATH) rose 12% Monday after the hot dog seller said it's spending up to \$18 million to buy back the stock. The restaurant chain operator plans to buy back up to 500,000 shares in a Dutch auction at a per-share price of "not less than \$33 and not greater than \$36," the Westbury, N.Y.-based company said Friday. Shares rose \$3.94 to \$37.38 Monday afternoon. In a Dutch auction, shareholders can offer their stock at a price within the company's announced range. Nathan will then buy shares back at the lowest price possible to meet its plan.</p>	 <p>Sprint is courting DirecTV customers with an offer of one free year of phone service for subscribers to the satellite service. Starting Friday and through September, DirecTV customers who switch to Sprint – and existing Sprint customers with DirecTV who add a new line – can get 12 months of unlimited talk, text and 2 Gigabytes of data per line (up to five lines). Sprint (S), which recently slipped to the No. 4 spot among wireless carriers behind T-Mobile, used AT&T's recent acquisition of DirecTV to poke fun at its competition. Sprint shares were up more than 5% Thursday to \$5.07.</p>

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Market Correction	Consumer Demand and Increase Competition	Emerging Markets	Economic Indicators
 <p>Shares of online streaming service, Netflix (NFLX), are down Tuesday – making it the seventh straight-day of declines for the once unstoppable stock.</p> <p>The video-streaming stock has more than doubled this year following its strong results in the second quarter. But the stock has been hit hard as the market has fallen into correction the last few weeks. Shares are down \$2.47, or 2.5%, to \$96.34 a share Tuesday – dropping 25% from their highest point in a year.</p>	 <p>Could Apple stock be headed out of the doldrums?</p> <p>Investors have been concerned about the fragility of Apple's hoped-for growth in China as well as competition and saturation in the global smartphone market.</p> <p>Shares of Apple (AAPL) cratered almost 5% Wednesday after the company didn't tell investors what they wanted to hear in their earnings report.</p> <p>The company beat third-quarter earnings estimates, but it guided downward for profit in the current quarter, missed bullish forecasts for smartphones sales, reported another downturn in iPad sales and failed to offer numbers on the much hyped watch.</p>	 <p>Wall Street is desperately in search of shock absorbers to help the stock market stabilize, and China's move earlier Tuesday to cut interest rates and free up more cash for banks to lend is a first step. But Wall Street would like to see a few more things happen before they have more confidence that the recent bloodletting has played itself out and isn't the start of a bigger problem for markets.</p> <p>The general consensus on Wall Street is that the latest financial market crisis was "made in China." Market strategists interviewed by USA TODAY cite China's surprise decision two weeks ago to devalue its currency as the trigger for the latest market instability. The devaluation of the Chinese yuan, experts say, was viewed as a major negative, as it smacked of panic on the part of the Chinese government and suggested that the world's second-biggest economy was in more dire straits than previously believed. In an environment where stocks are overvalued, any signs that weakening growth could hurt sales and profit growth of companies around the world is enough to spark selling.</p>	 <p>Shares rise and oil prices jumped 9% after revised figures showed the US economy grew by far more than had been thought between April and June.</p> <p>The economy grew by an annualized rate of 3.7%, up from the first estimate of 2.3%.</p> <p>The update reflected greater corporate investment than previously estimated. The growth in the economy overall was due to strong consumer and government spending, and higher exports.</p> <p>Inventories were also higher than the Commerce Department had initially estimated.</p> <p>The revision was welcome news to investors that have experienced a tough week on global stock markets, triggered by fears that the Chinese economy is slowing. They had expected the GDP number to be revised up, but not by as much as it was.</p>