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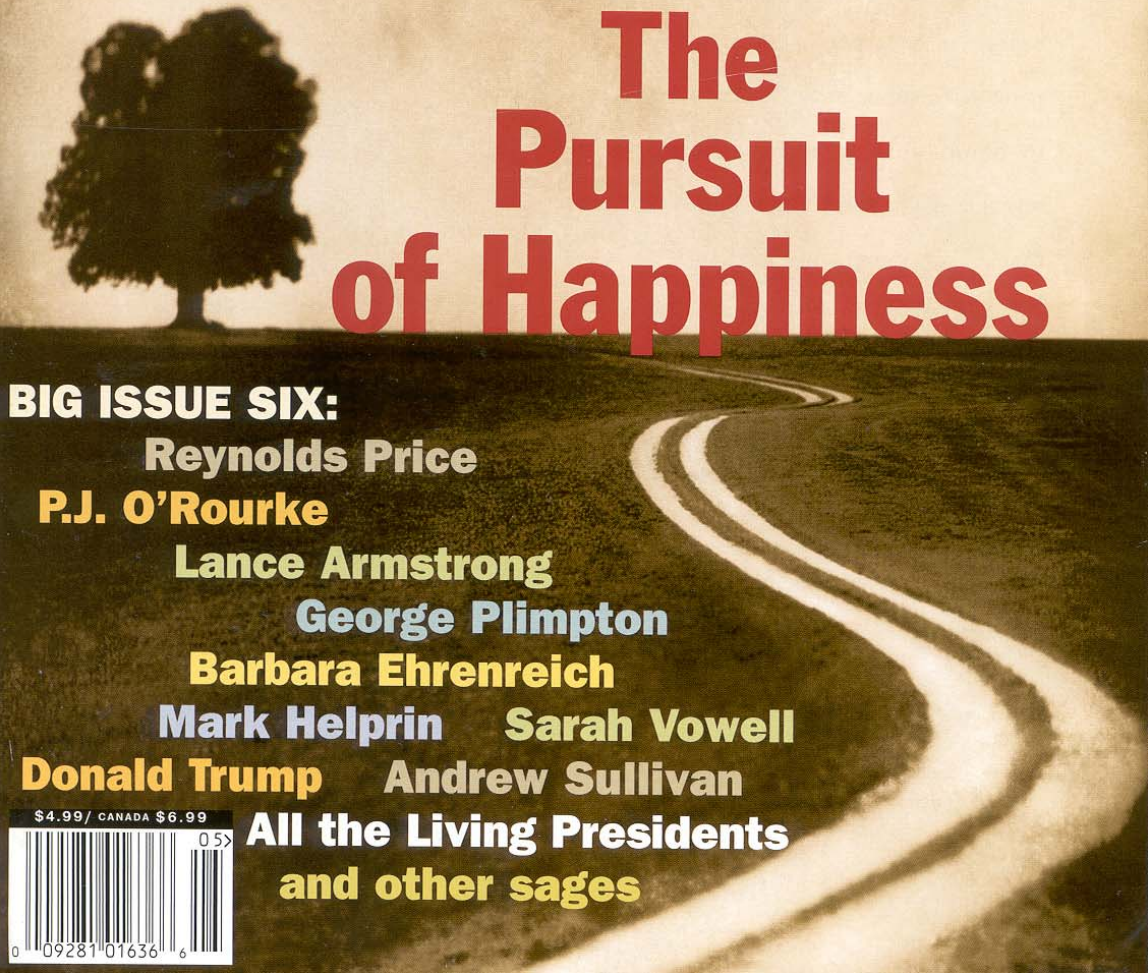
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WINTER 2001 | IDEAS AND TOOLS FOR THE DIGITAL AGE

ASAP



The Pursuit of Happiness

BIG ISSUE SIX:

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George Plimpton

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Donald Trump Andrew Sullivan

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B-School Gurus

A year's tuition at top B-schools will cost you at least \$28,000. On the Net you can enjoy classroom Webcasts from the Fuqua School; get market commentary from a Wharton maven; even bet on political and economic events—all while learning market dynamics. —Adam Leitzes and Joshua Solan



Aswath Damodaran

www.stern.nyu.edu/~adamodar

One of the top B-school profs in the country and author of numerous famous finance thrillers, including *The Dark Side of Valuation*, Aswath Damodaran opens his NYU Stern School classroom to the world. Real Video Webcasts give an inside look at Damodaran's lectures. Posted assignments, lecture notes and even quizzes let surfers suffer along with students, problem by problem and test by test. There's even a finance chat room.

► **Best:** More than three-dozen free, modifiable Excel spreadsheets and templates for use in valuation and corporate finance applications.

► **Worst:** No bio for Damodaran.



Campbell R. Harvey

www.duke.edu/~charvey

You can get the equivalent of a graduate degree in finance from Campbell Harvey's home page at the Fuqua School of Business of Duke University. In addition to one of the most widely reproduced Internet finance glossaries (used by Yahoo, Bloomberg and Forbes.com), Harvey has put together on his site: 14 finance case studies with proposed solutions and PowerPoint slides; Java applets for evaluating options, finding mean-variance efficient portfolios, and evaluating risk; and documents from ten courses taught by this expert in portfolio management and global risk management.

► **Best:** Over five gigabytes of complete digital video courses on Tactical Global Asset Allocation and Stock Selection, Emerging Markets Finance and Global Financial Management.

► **Worst:** Information overload. We wish Harvey would point us to the essential lessons.

Hal R. Varian

www.sims.berkeley.edu/~hal

Hal R. Varian, Dean of the School of Information Management and Systems

at UC Berkeley and professor at the Haas School of Business, is coauthor of *Information Rules*, about the economics of the network economy. His site has links to interviews, academic articles and Varian's current Index research project on forecasting demand for Internet "quality of service" guarantees.

► **Best:** Finance for the layperson: with links to Varian's monthly articles on current technology and business in the *New York Times*.

► **Worst:** Some content hasn't been updated since 1999.

Iowa Electronic Markets

www.biz.uiowa.edu/iem/index.html

Operated by faculty of the Henry B. Tippie College of Business, the IEM is a futures market where payoffs are determined by actual political and economic events. The site is run as a

WEB TIP

Jeremy Siegel is famous, but his academic counterpart and close friend, Yale Professor Robert J. Shiller, has stolen some of the limelight recently with his studies of behavioral finance. See Shiller's site, www.econ.yale.edu/~shiller, for an unorthodox academic perspective.

nonprofit, educational resource—but it is very much a real-money market. After opening your account (\$500 maximum with a \$5 registration fee),

you can buy contracts predicting mayoral elections, Federal Reserve monetary policy or stock returns in the computer industry. The site also includes sample syllabi to help professors integrate IEM lessons into their classes.

► **Best:** If efficient markets know best, the archived data available from the IEM should be better than any TV news poll.

► **Worst:** Trading mechanisms are low-tech and can be confusing. Read the *Trader's Manual* carefully.

Jeremy Siegel

www.jeremysiegel.com

A Wharton finance professor and regular special guest in the financial media, Jeremy Siegel has taken his brand name public with an eponymous Web presence. The site, which Siegel admits is still a work-in-progress, contains presentations, charts, tables and historical market data from his speaking engagements and bestselling book, *Stocks for the Long Run*. All of Siegel's media commentary and financial analyses are regularly added to the site.

► **Best:** Get e-mail market commentary and predictions from Siegel.

► **Worst:** Siegel saves his most in-depth analysis for the site's silver, gold and platinum members (\$100–\$500 per year).

William N. Goetzmann

<http://viking.som.yale.edu>

Goetzmann covers all types of investments—from stocks to art—on his Yale School of Management home page. Start with his eight-chapter hypertext Introduction to Investment Theory and then head to more detailed information from Goetzmann's courses on Mutual Funds, Valuation and Investments, Real Estate Economics and Finance, and Endowment Management. The professor's advanced research projects offer everything from a look at Hedge Funds with Style to a comprehensive study on Dow Theory. Finally, visitors are treated to Goetzmann's other passions, including art books on the American West, a draft of his book on the history of financing in civilization and his original oil paintings inspired by a trip to Egypt.

► **Best:** Fun with finance! The Learning Curves section of the site provides a needed break from stodgy academia.

► **Worst:** Prehistoric site design.