

THE WALL STREET JOURNAL REPORTS.

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MARCH 10, 2003

The Best & Worst Performers of The WSJ 1000

SHAREHOLDER SCOREBOARD

How to
Avoid
the
P/E Trap



**SPECIAL
ARTICLE
REPRINT**

*The Scoreboard's
originator offers an
alternative to P/E ratios*

Investors continue to rely on the price/earnings ratio as the near-universal benchmark to evaluate stocks. What's wrong with this picture? Plenty.

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