USA Today: Stock splits make Nvidia and Chipotle shares more affordable. Should you buy them?

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Peter Ricchiuti, senior professor of practice and research director of Burkenroad Reports, was interviewed by USA Today for a story about the wisdom of investing in companies following a stock split.

> It's not necessarily the split that makes the stock's price rise, said Peter Ricchiuti, senior professor of practice at Tulane University's Freeman School of Business. "Stocks splitting are companies that are doing very well so it's natural the stock will continue to go up," he said.

To read the article in its entirety, visit usatoday.com:

https://www.usatoday.com/story/money/personalfinance/2024/06/24/stock-splits-should-you-buy-them/74195682007/