MarketWatch: Here's how to make your investment adviser prove their stock-picking skill

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Peter Ricchiuti, senior professor of practice in finance and research director of Burkenroad Reports, was interviewed by MarketWatch for a story about how consumers should assess the quality of an investment advisor's research.

> Beware of bias when scrutinizing research reports. Determine whether or not you're digesting purely independent information. "Find out if there's any conflicts of interest," notes Peter Ricchiuti, a finance professor at Tulane University's Freeman School of Business. "Does the firm [providing the research] cover the stock? Is it one of the firm's clients? Is the firm

afraid to say anything negative about the stock?"

To read the story in its entirety, visit marketwatch.com:

https://www.marketwatch.com/story/heres-how-to-make-your-investment-adviser-prove-their-stock-picking-skill-da68af45?mod=search_headline