



**Networth: Successful Investing in the Companies*
That Will Prevail through Internet Booms and
Busts *(They're not always the ones you expect)
(Wall Street Journal Book)**

Steve Frank

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For the millions who are looking for buying opportunities in the lucrative Internet market but are worried about the risks -- or wonder if the best times have now passed them by -- *NetWorth* provides indispensable advice supported by the world's most trusted business publication, *The Wall Street Journal*.

There's no doubt that the Internet has shaped and will continue to shape the stock market -- and the broader economy -- in the new millennium.

But while many investors have made fortunes on Internet-related stocks, racking up returns that would have been unthinkable a few years ago, countless others have lost their shirts amid the NASDAQ's frequent stomach-turning gyrations.

Finally, there's a voice of reason above all the confusion. In a clear, easy-to-read style, Stephen E. Frank -- known to millions of television viewers and newspaper readers as the Internet correspondent for *The Wall Street Journal* and CNBC -- explains what we need to know about investing in today's dot-com economy. Frank lays out a straightforward framework for understanding how the Internet works, how different business models stack up, and how to think about Internet stocks as part of a broader investment portfolio. He weighs in on the potential risks and rewards of each Internet subsector, and profiles a slew of dot-com companies, from obvious candidates like Amazon.com to transformed titans of the old economy, like United Parcel Service.

Above all, Frank urges investors to adopt a long-term approach -- to avoid despairing when the market is down or getting carried away when tech stocks soar. For anyone interested in developing sound investment strategies for the rewarding but turbulent Internet market, *NetWorth* is a trusted, indispensable adviser.

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