

Table 1: **General Classifications of Stock Attributes**

Category	Measures
Market Power	Industry Concentration Ratios and Market Share
Growth Potential	Growth in Sales, Size of Assets, and others
Capital Investment	Investment in Land, Machinery, and Technology
Size of Operations	Size of Assets, Sales, and Number of Employees
Sales Expansion	Advertising and Marketing Expenditures, Product Promotion
Diversification	Spatial Dispersion of Operations, Sales, and Production, Variety of Output, Vertical and Horizontal Integration
Product Development	Expenditure on Research and Development, Product Diversification
Production Efficiency	Capacity utilization, Economies of Scale, Inventories, Production Technologies utilized, etc.
Financial Efficiency	Debt Structure, Returns on Equity, Profit Margin, Many others
Quality of Business	Expenditures on Philanthropic Activities, Social Responsibility Environmental Activities, Hiring Practices, etc.
Characteristic of Products	Consumer Versus Durable Goods, Others
Management Control	Public Versus Private ownership, Management Style
Asset Liquidity	The Bid-Ask Spread, The Exchange on which the Stock is Traded International Sales of the Stock, etc.
Others	Number of years in Business, Outside Rankings of the Firm Assets