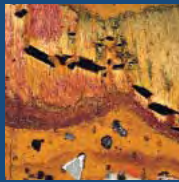


CORNERSTONE RESEARCH

Career Opportunities for Those Who Have Pursued Doctoral Studies



FINANCE &



ECONOMICS



CONSULTING

Cornerstone Research specializes in the analysis of complex financial, economic, accounting, and marketing issues. Our consulting staff and nationally prominent academic and industry experts provide clients with state-of-the-art analysis that has earned us a reputation for excellence and effectiveness. Leading attorneys choose to rely on our work as the foundation for expert testimony in complex business litigation.

To be the recognized leader in providing clients and experts with high-quality analysis of interesting, complex business problems.



One of my concerns in going to the private sector was that I would not be applying the tools that I learned in my Ph.D. program. At Cornerstone Research I found a job in between academia and the private sector. I work on a variety of challenging and interesting real-world problems in a very friendly team environment with bright people.

Cornerstone Research keeps me close to the academic world through the interaction with our external experts, as well as through the research and analyses we do.

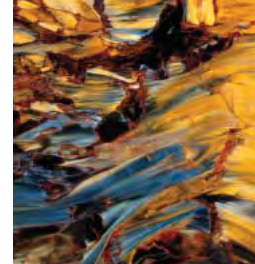
**Ph.D., Economics with concentration in Finance
Harvard University '03**

Team effort is essential, which is very different from the academic world. Cornerstone Research is a nice place to spend your day.

**Ph.D., Economics
Northwestern University '06**

The casework is challenging in terms of both empirical skills and conceptual development, which makes the work very exciting. I feel I am learning every day.

**Ph.D., Economics
Stanford University '06**



CORNERSTONE RESEARCH

Cornerstone Research is one of the nation's leading finance and economics consulting firms, with more than 400 full-time staff members across six offices. Together with an extensive network of faculty experts, our staff analyzes complex business issues that arise in litigation. Our culture of growth and collegiality provides excellent career prospects to those who have pursued doctoral studies in economics, finance, accounting, or marketing.

We attribute our success to a unique combination of resources: a creative and energetic staff, cutting-edge technology and research, and our "partnership" with academic and industry experts. Our consultants employ innovative problem-solving approaches and achieve unparalleled analytic depth.

Working with faculty experts from leading business schools, economics departments, and law schools keeps us at the forefront of academic research, while industry experts share their practical experience and business acumen. In addition we have well-respected, highly experienced in-house experts, some of whom have come to Cornerstone Research after successful careers in academia. Our internal experts advise and mentor junior consulting staff interested in becoming testifying experts themselves. While Cornerstone Research supports those interested in becoming an expert, this path is not required to progress at Cornerstone Research.

I decided to come to Cornerstone Research because the work seemed interesting, and the people seemed happy and smart. Cornerstone Research assigns cases on the basis of skills and interest, and supports internal research projects. I felt that the work at Cornerstone Research would be similar to that in academia with the bonus of more direct, real-world application.

**Ph.D., Economics
Stanford University '06**



ABOUT OUR FIRM

Cornerstone Research consults on a wide variety of projects involving numerous industries. Our clients include nearly all major securities firms, top consulting and other professional service firms, leading pharmaceutical companies, major participants in energy markets, Internet and other high-technology firms, and large telecommunications providers. Cornerstone Research works on high-profile cases reported on the front page of the *Wall Street Journal* as well as cases that push the bounds of economic thinking as applied to a legal setting. Our diverse experience allows us to provide clients with a unique breadth of perspective and expertise. Throughout these cases, we collaborate with leading academic experts on exciting issues of the day.

RECENT CASE ISSUES

SECURITIES FRAUD

COLLUSION

MUTUAL FUND
MARKET TIMING

PRICE FIXING

IPOS

CARTELIZATION

VENTURE CAPITAL
INVESTMENTS

MONOPOLIZATION

MARKET MANIPULATION

PREDATORY PRICING

FINANCIAL REPORTING
PRACTICES

TYING

OPTIONS BACKDATING

PATENT INFRINGEMENT

ASSET VALUATION

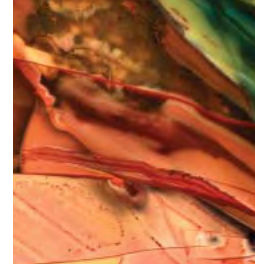
TECHNOLOGY LICENSING

Throughout my time at Cornerstone Research, the firm has made a concerted effort to foster relationships among employees across all of our offices. Through various firmwide and regional social retreats, training seminars, cross-office staffing on cases, and firmwide task forces, I have built lasting friendships with coworkers in each of our offices that have been instrumental in my personal and professional development.

**Ph.D., Economics
Princeton University '94**

I decided on Cornerstone Research because of the combination of rigorous analytics, project management, low travel, the opportunity to contribute to the management and growth of the firm, and, above all, the culture. I can't say enough good things about the work culture, the play culture, the teamwork, the friendships, and the effort the firm puts into maintaining a positive culture.

**Ph.D., Engineering-
Economic Systems
Stanford University '96**



CANDIDATE PROFILE

We seek candidates who have pursued doctoral studies in finance, economics, accounting, or marketing. Candidates must have the ability to apply academic research to real-world issues, present concise explanations of complex analyses and independently manage projects and junior staff. The ideal candidate will possess a strong empirical background and excellent interpersonal skills.

We seek both candidates who will be graduating or A.B.D. in the upcoming year, as well as those who have graduated and have academic or relevant industry experience. Several members of our consulting team have come to the firm with prior academic experience, from junior faculty to emeritus tenured faculty, and have transitioned successfully into our business.

Cornerstone Research offers a professional track that can coexist with a family track.

The number one asset of Cornerstone Research is the people who work for the firm. In addition to being diverse in age, background, and ethnicity, Cornerstone Research is easygoing, warm, and genuinely friendly.

**Ph.D., Finance
Duke University '03**

I chose Cornerstone Research because it appeared to be a very well-run company. For example, during the interviews, the Cornerstone Research team gave me clear answers about what the career path would look like. Some of the other companies could only give me very vague answers.

**Ph.D., Finance
Duke University '06**



CAREER DEVELOPMENT AND CAREER PATH

Cornerstone Research provides an interesting and rewarding work environment. Our case teams have consultants at all levels of experience, including those who have just completed their graduate education, research analysts, and senior staff. Our projects involve close collaboration with faculty experts and clients to develop case strategy and to determine how best to communicate our findings. In addition, consultants participate actively in shaping and implementing the firm's recruiting, training, and practice development strategies. For those interested in such a career path, Cornerstone Research provides opportunities to develop as testifying experts.

Responsibilities include:

- Identifying key economic and financial issues.
- Conducting in-depth research and analyzing relevant data.
- Collaborating with faculty experts from top schools to apply rigorous academic research to real-world problems.
- Creating analytical frameworks and building economic and financial models.
- Presenting complex findings to clients.
- Participating in the preparation of expert reports, declarations, and other work product.

I was considering mostly academic positions, but decided to come to Cornerstone Research because of the team environment and the interesting real case work. I value the ability to work with top faculty experts and great people on stimulating finance and economic problems.

**Ph.D., Finance
University of Florida '05**



Cornerstone Research values the professional growth of consultants and recognizes their contributions to clients and the firm. The firm articulates clearly the typical career path followed by our consultants. We invest in professional development by organizing annual firmwide training sessions for consultants at all levels, through individual training sessions, and by providing advice, feedback, and mentoring on a regular basis.

Consultants may choose to specialize in particular practice areas—securities, antitrust, intellectual property, financial institutions, energy, or accounting—but are not limited to one area. There is no formal assignment to groups or to a particular senior staff member at the firm. Consultants work on projects with numerous colleagues firmwide. They have the flexibility to build their skill and capabilities in new fields as well as with new teams.

The summer associate role closely mirrors that of the full-time position. Cornerstone Research values the professional growth of its summer associates and recognizes their contributions to clients and the firm. Many summer associates choose to join Cornerstone Research full-time upon completion of their graduate studies.

I started at Cornerstone Research straight out of my Ph.D. program. I have grown a great deal in each stage of the career path here. Because my responsibilities are continually changing, I have had a consistently interesting and challenging job. For example, I have worked with many highly esteemed faculty over the years, but I am now also providing expert testimony myself. It is truly incredible how others in the firm have supported me as I tackled each new stage.

At Cornerstone Research, not only do you keep developing the economic theory and empirical techniques learned in graduate school, but you also pick up “softer” skills, such as communication and management.

**Ph.D., Economics
U.C. Berkeley '01**

Cornerstone Research offers many training programs and numerous chances to work with experienced colleagues, which allows a smooth transition from school to work.

**Ph.D., Finance
University of Wisconsin–
Madison '06**

**Ph.D., Economics
M.I.T. '97**



APPLYING YOUR TRAINING AT CORNERSTONE RESEARCH

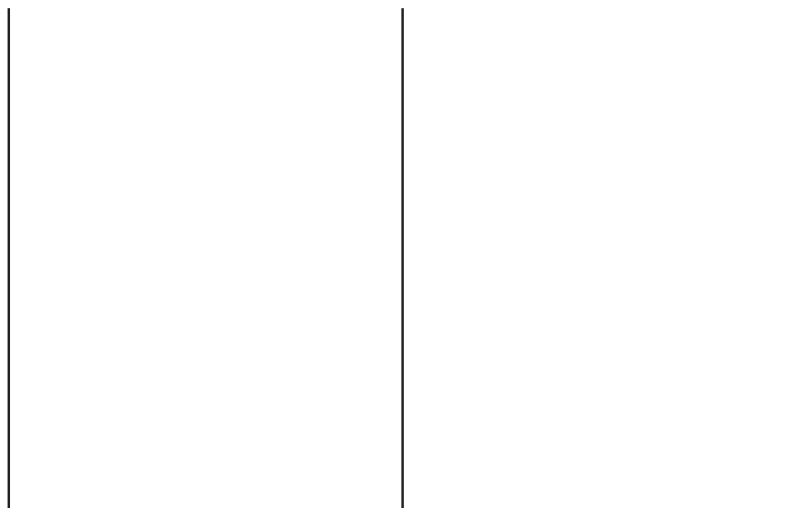
Cornerstone Research performs thorough analysis and research in finance, economics, accounting, marketing, and other areas. The firm provides a supportive environment in which to pursue interests in relevant, real-world applications of economics and finance, in a setting that places priority on accurate, defensible, and rigorous research.

Consultants at Cornerstone Research work with esteemed academics to apply the most advanced techniques, with access to exceptionally nuanced and detailed information. We regularly receive unique and confidential information that allows us to consider questions in ways that are often not possible for academic researchers. The outcomes of our cases can have a direct and immediate impact on public policy and corporate strategy.

While at Cornerstone

Research, I worked on a tying case in the payment card industry, valued performing rights for music used in television broadcasts, assessed the competitiveness of fees of a mutual fund complex, investigated the performance of a hedge fund, valued business segments of a distressed insurance company, estimated the price effects of selling large blocks of stock for a recently IPOed company, and assessed market efficiency for several major pharmaceutical companies. Learning about so many different industries and getting the chance to work with different faculty experts in these fields are among the most exciting parts of my job.

**Ph.D., Economics
Yale University '01**



Finance

Consultants highly trained in finance are vital to our work on a broad range of issues. Cases involving corporate finance, asset pricing, market microstructure, and other finance issues arise in virtually all of our practice areas. We apply sophisticated, state-of-the-art financial models developed in academia to solve these problems.

For example, cases involving business valuation often require sophisticated discounted cash flow models. Other cases may require an extensive analysis of market efficiency, complex derivative valuation, or bond default probabilities. Market manipulation cases may require an analysis and understanding of market microstructure. Accounting restatement cases may involve an analysis of how the stock price would have responded to alternative financial statements. As a result, our consulting staff is encouraged to maintain close ties to academia, and to keep updated on the latest academic research.

We obtain rich data to complete our analyses. We subscribe to the major data vendors and collect detailed private data appropriate for each case. Our consultants apply and refine the latest academic models using the most detailed data available.

Cornerstone Research gives me the opportunity to engage in rigorous research that must meet or exceed the standards of a journal referee. It also affords me the opportunity to teach economic concepts to the team, clients, judges, and juries, and as a visiting lecturer, to students at Stanford.

**Ph.D., Finance
University of Chicago '83**

What I like most about my work at Cornerstone Research is that I am able to learn more about all areas of finance. I am not limited to doing the same kinds of projects over and over. I face exciting new intellectual challenges with most new cases.

**Ph.D., Economics with
concentration in Finance
Harvard University '00**

Economics

Casework at Cornerstone Research challenges economics Ph.D.s to apply the entire breadth of theoretical and empirical skills gained through their doctoral training.

The skills of an economist are relevant to every practice area at Cornerstone Research. For example, antitrust cases require theoretical and empirical analyses of the behavior of firms and the extent to which a given firm's strategies enhance or harm consumer welfare (e.g., monopolization, price fixing, tying, bundling, exclusive dealing, impact of mergers). Antitrust analyses can include framing the motivations of firms within a market structure and devising empirical and statistical models to test and predict firm behavior. Intellectual property cases can lead to analyses of market structure and the effect a new technology has had on that structure. Marketing cases can provide an opportunity to conduct original survey work, using conjoint analysis and other statistical methods to examine consumer preferences and choices.

The intellectual opportunities in our research are especially rich because most cases require analysis that embodies a clear theoretical framework and properly applies econometric models, as well as a broad institutional inquiry into the structure of the industry, the relevant production processes, and the nature of competition. As a result, we work both with quantitative data (often proprietary data that is not usually available to academic researchers) and qualitative information from internal marketing or strategy documents, written communications, and testimony by industry participants.

I joined Cornerstone Research after teaching in an economics department for a few years.

Although I liked being in academics, my work at Cornerstone Research has provided me with a more satisfying mix of activities, ranging from analytical modeling to project management to team building to communicating with our clients. From the first day on the job, I have been able to apply economic analysis and reasoning to real-world business problems and to "get inside" the functioning of a wide range of industries.

**Ph.D., Economics
Stanford University '91**

One big advantage at Cornerstone Research is that you are not assigned to a particular officer or practice area. I have had the chance to work with several different officers and have learned something new from each one about how to run a case or look at economic issues. It has been a great way to build my skills and develop relationships with people across the entire firm.

**A.B.D., Economics
Stanford University '01**



Accounting

Cornerstone Research has developed a unique capability to address complex accounting issues. Staff with doctoral training in accounting are the core of this practice.

We address such diverse accounting issues as analyzing capital market responses to financial information, evaluating financial reporting in the context of the relevant authoritative guidance, and providing rigorous analysis of company economics to assess executive compensation and managerial accounting issues.

Marketing

Cases at Cornerstone Research often involve complex issues in marketing. For example, in cases involving claims of false advertising for consumer products we are required to estimate econometric models using scanner panel data. We often have access to detailed datasets that are usually not available in an academic context with which to construct various models and draw economic and marketing implications. In other cases, we are required to design consumer surveys paying careful attention to survey design issues. The nature of our work requires a good understanding of the consumer behavior literature, solid expertise in various quantitative and econometric methods used in marketing, and a desire to apply the latest academic thinking to real-world marketing problems.

The work is intellectually stimulating. The people are smart, well-educated, and friendly. There is a lot to learn and many challenges to overcome. Your input and ideas are respected and appreciated. You are given an appropriate amount of responsibility—you do not feel overstretched and you never feel underutilized. Your responsibilities grow as you advance in your career path. Overall, this is a great place for anyone with a Ph.D.

**Ph.D., Marketing
Columbia University '05**

Cornerstone Research is a unique place where intellectual curiosity is challenged and nurtured by intriguing real-world questions. At Cornerstone Research, the integrity and rigor of academic research can be found in collaborations with our world-renowned faculty experts, in communications with our clients, and in daily interactions within our supportive and congenial community. I appreciate the opportunities Cornerstone Research creates for its staff, and I can hardly imagine myself finding such a fulfilling experience anywhere else.

**Ph.D., Accounting
Yale University '03**

SELECTED EXPERTS

We are fortunate to work with recognized leaders in economics, finance, accounting, and marketing research. Our experts are renowned in their areas of specialization. The following list includes some of the many distinguished experts with whom we work.

Edward I. Altman

Max L. Heine Professor of Finance,
Stern School of Business
New York University

Richard J. Arnould

Executive Director, American Society
of Health Economists;
Professor of Economics, Emeritus,
College of Business
University of Illinois, Urbana-Champaign

Orley C. Ashenfelter

Joseph Douglas Green 1895
Professor of Economics
Princeton University

Arnold I. Barnett

George Eastman Professor of
Management Science,
Sloan School of Management
Massachusetts Institute of Technology

Robert J. Barro

Paul M. Warburg Professor of Economics,
Harvard University;
Senior Fellow, Hoover Institution
Stanford University

Christopher B. Barry

Robert and Maria Lowdon
Professor of Finance,
M.J. Neeley School of Business
Texas Christian University

William J. Baumol

Professor of Economics,
New York University;
Professor of Economics, Emeritus
Princeton University

William H. Beaver

Joan E. Horngren Professor of
Accounting, Emeritus,
Graduate School of Business
Stanford University

Dennis R. Beresford

Ernst & Young Executive Professor of
Accounting, Terry College of Business
University of Georgia

Colin C. Blyadon

Director, Center for Private Equity and
Entrepreneurship;
William and Josephine Buchanan
Professor of Management,
Tuck School of Business
Dartmouth College

Severin Borenstein

E.T. Grether Professor of Business
Administration and Public Policy,
Haas School of Business
University of California, Berkeley

Michael Bradley

F.M. Kirby Professor of Investment
Banking, Fuqua School of Business;
Professor of Law, Duke Law School
Duke University

Timothy F. Bresnahan

Landau Professor in Technology
and the Economy
Stanford University

Jeremy I. Bulow

Richard A. Stepp Professor of Economics,
Graduate School of Business
Stanford University

Charles W. Calomiris

Henry Kaufman Professor of Financial
Institutions, Columbia Business School
Columbia University

Eric K. Clemons

Professor of Operations and Information
Management, The Wharton School
University of Pennsylvania

Iain M. Cockburn

Professor of Finance and Economics,
School of Management
Boston University

Jennifer S. Conrad

Dalton McMichael Distinguished
Professor of Finance,
Kenan-Flagler Business School
University of North Carolina, Chapel Hill

Larry Y. Dann

Richard W. Lindholm Professor of
Finance and Taxation,
Lundquist College of Business
University of Oregon

Patricia M. Danzon

Celia Z. Moh Professor, Professor of
Health Care Systems and Insurance and
Risk Management, The Wharton School
University of Pennsylvania

Srikant M. Datar

Arthur Lowes Dickinson Professor of
Accounting, Harvard Business School
Harvard University

John J. Donohue III

Leighton Homer Surbeck Professor
of Law, Yale Law School
Yale University

Robert H. Edelstein

Real Estate Development Professor,
Haas School of Business
University of California, Berkeley

Kenneth G. Elzinga

Robert C. Taylor Professor of
Economics
University of Virginia

Alain C. Enthoven

Marriner S. Eccles Professor of Public
and Private Management, Emeritus,
Graduate School of Business
Stanford University

Henry S. Farber

Hughes-Rogers Professor
of Economics
Princeton University

George Foster

Paul L. and Phyllis Wattis Professor
of Management,
Graduate School of Business
Stanford University

Gary L. Frazier

Richard and Jarda Hurd Professor
of Distribution Management,
Marshall School of Business
University of Southern California

George W. Gau

George S. Watson Centennial Professor
in Real Estate, J. Ludwig Mosle
Centennial Memorial Professor in
Investments and Money Management,
McCombs School of Business
University of Texas, Austin

Michael R. Gibbons

I. W. Burnham II Professor of Investment
Banking, The Wharton School
University of Pennsylvania

Ronald J. Gilson

Charles J. Meyers Professor of Law
and Business, School of Law
Stanford University;
Marc and Eva Stern Professor of Law
and Business, School of Law
Columbia University

Stuart C. Gilson

Steven R. Fenster Professor of
Business Administration,
Harvard Business School
Harvard University

Paul A. Gompers

Eugene Holman Professor
of Business Administration,
Harvard Business School
Harvard University

Henry G. Grabowski

Director, Program in Pharmaceuticals
and Health Economics;
Professor of Economics
Duke University

Steven R. Grenadier

William F. Sharpe Professor
of Financial Economics,
Graduate School of Business
Stanford University

Mark S. Grinblatt

Professor of Finance,
Anderson School of Management
University of California, Los Angeles

Joseph A. Grundfest

Former Commissioner,
Securities and Exchange Commission;
W.A. Franke Professor of Law and
Business, School of Law
Stanford University

Gregory T. Gundlach

John Berry, Sr. Professor of Business,
Mendoza College of Business
University of Notre Dame

Robert E. Hall

Robert and Carole McNeil Senior Fellow,
Hoover Institution;
Robert and Carole McNeil
Professor of Economics
Stanford University

Ward A. Hanson

Research Fellow, Center on Employment
and Economic Growth, Stanford Institute
for Economic Policy Research
Stanford University

Dominique M. Hanssens

Bud Knapp Professor of Marketing,
Anderson School of Management
University of California, Los Angeles

William A. Hasler

Dean Emeritus,
Haas School of Business
University of California, Berkeley

John R. Hauser

Kirin Professor of Marketing,
Sloan School of Management
Massachusetts Institute of Technology

Ronald W. Hilton

Professor of Accounting, The Johnson
Graduate School of Management
Cornell University

Lorin M. Hitt

Alberto Vitale Term Associate
Professor of Operations
and Information Management,
The Wharton School
University of Pennsylvania

Steven J. Hoch

Patty and Jay H. Baker Professor
of Marketing, The Wharton School
University of Pennsylvania

William W. Holder

Ernst & Young Professor of Accounting,
Marshall School of Business
University of Southern California

Robert W. Holthausen

Nomura Securities Company Professor,
The Wharton School
University of Pennsylvania

Christopher M. James

William H. Dial/SunTrust Eminent
Scholar of Finance,
Warrington College of Business
University of Florida

Kevin Lane Keller

E.B. Osborn Professor of Marketing,
Tuck School of Business
Dartmouth College

Daniel P. Kessler

Professor, Graduate School of Business
and (by courtesy) School of Law
Stanford University

**Michael Klausner**

Nancy and Charles Munger Professor of Business, Professor of Law, School of Law
Stanford University

Albert “Pete” Kyle

Smith Chair Professor of Finance, Robert H. Smith School of Business
University of Maryland

Wayne R. Landsman

KPMG Professor of Accounting, Kenan-Flagler Business School
University of North Carolina, Chapel Hill

Donald R. Lehmann

George E. Warren Professor of Business, Columbia Business School
Columbia University

Kenneth M. Lehn

Former Chief Economist, Securities and Exchange Commission; Samuel A. McCullough Professor of Finance, Katz Graduate School of Business
University of Pittsburgh

Tracy R. Lewis

Martin L. Black, Jr. Professor of Business Administration in Economics, Fuqua School of Business
Duke University

Jay W. Lorsch

Louis E. Kirstein Professor of Human Relations, Harvard Business School
Harvard University

A. Craig MacKinlay

Joseph P. Wargrove Professor of Finance, The Wharton School
University of Pennsylvania

Stuart E. Madnick

John Norris Maguire Professor of Information Technology, Sloan School of Management; Professor of Engineering Systems, School of Engineering
Massachusetts Institute of Technology

John J. McConnell

Emanuel T. Weiler Distinguished Professor of Finance, Krannert School of Management
Purdue University

John G. McDonald

Stanford Investors Professor, Graduate School of Business
Stanford University

Haim Mendelson

Kleiner Perkins Caufield & Byers Professor of Electronic Business and Commerce, and Management, Graduate School of Business
Stanford University

David C. Mowery

William A. & Betty H. Hasler Professor of New Enterprise Development, Haas School of Business
University of California, Berkeley

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University of Southern California

Barry Nalebuff

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Yale University

Maureen O’Hara

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Harvard University

Paul C. Pfeiderer

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Craig Pirrong

Director, Global Energy Management Institute; Professor of Finance, Bauer College of Business
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A. Mitchell Polinsky

Josephine Scott Crocker Professor of Law and Economics, School of Law
Stanford University

Robert H. Porter

William R. Kenan, Jr. Professor of Economics
Northwestern University

John M. Quigley

I. Donald Turner Distinguished Professor, Haas School of Business; Chancellor’s Professor of Economics and Public Policy
University of California, Berkeley

Peter C. Reiss

MBA Class of 1963 Professor of Economics, Graduate School of Business
Stanford University

Matthew P. Richardson

Charles Simon Professor of Applied Financial Economics, Stern School of Business
New York University

Michael H. Riordan

Laurans A. and Arlene Mendelson Professor of Economics and Business, Columbia Business School
Columbia University

Gregory L. Rosston

Deputy Director, Stanford Institute for Economic Policy Research
Stanford University

Mark Rubinstein

Paul Stephens Professor of Applied Investment Analysis, Haas School of Business
University of California, Berkeley

David C. Schmittlein

Ira A. Lipman Professor of Marketing, The Wharton School
University of Pennsylvania

Suzanne Scotchmer

Professor of Economics, Professor of Public Policy, Richard and Rhoda Goldman School of Public Policy
University of California, Berkeley

Carol A. Scott

Professor of Marketing, Anderson School of Management
University of California, Los Angeles

William F. Sharpe

STANCO 25 Professor of Finance, Emeritus, Graduate School of Business
Stanford University

Steven M. Shavell

Samuel R. Rosenthal Professor of Law and Economics, Harvard Law School
Harvard University

John B. Shoven

The Wallace R. Hawley Director, Stanford Institute for Economic Policy Research; Charles R. Schwab Professor of Economics
Stanford University

William L. Silber

Marcus Nadler Professor of Economics and Finance, Stern School of Business
New York University

Edward A. Snyder

Dean and George Pratt Shultz Professor of Economics, Graduate School of Business
University of Chicago

V. “Seenu” Srinivasan

Adams Distinguished Professor of Management, Graduate School of Business
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University of Texas, Austin

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University of Southern California

Robert B. Stobaugh

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Harvard University

René M. Stulz

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The Ohio State University

Julie H. Sullivan

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University of California, San Diego

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Professor of Management Science and Engineering
Stanford University

Sheridan Titman

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University of Texas, Austin

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University of Chicago

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University of Southern California

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University of Southern California

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Duke University

G. Peter Wilson

Joseph L. Sweeney Chair of Accounting, Carroll School of Management
Boston College

Robert B. Wilson

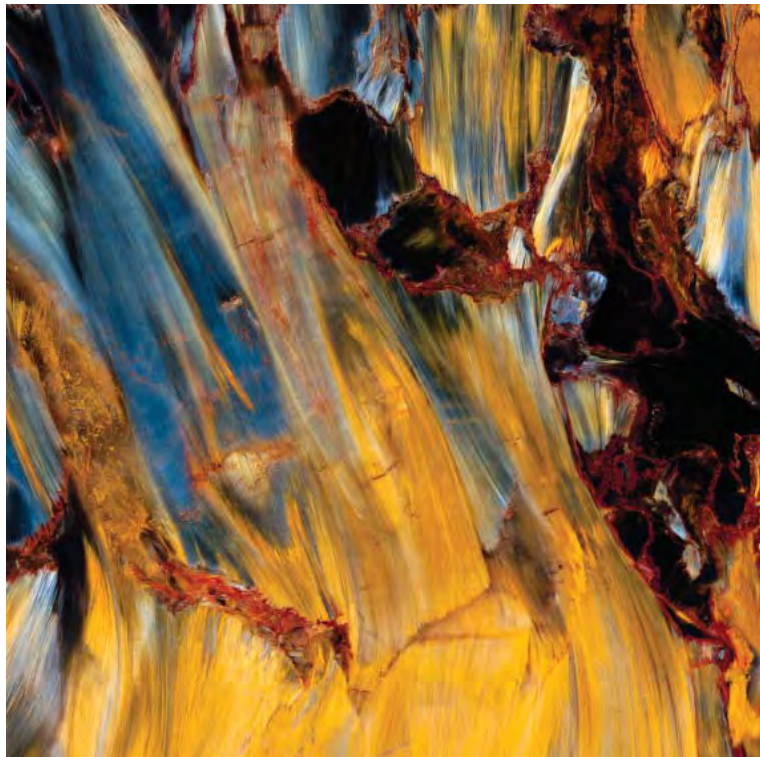
Adams Distinguished Professor in Management, Emeritus, Graduate School of Business; Professor of Economics
Stanford University

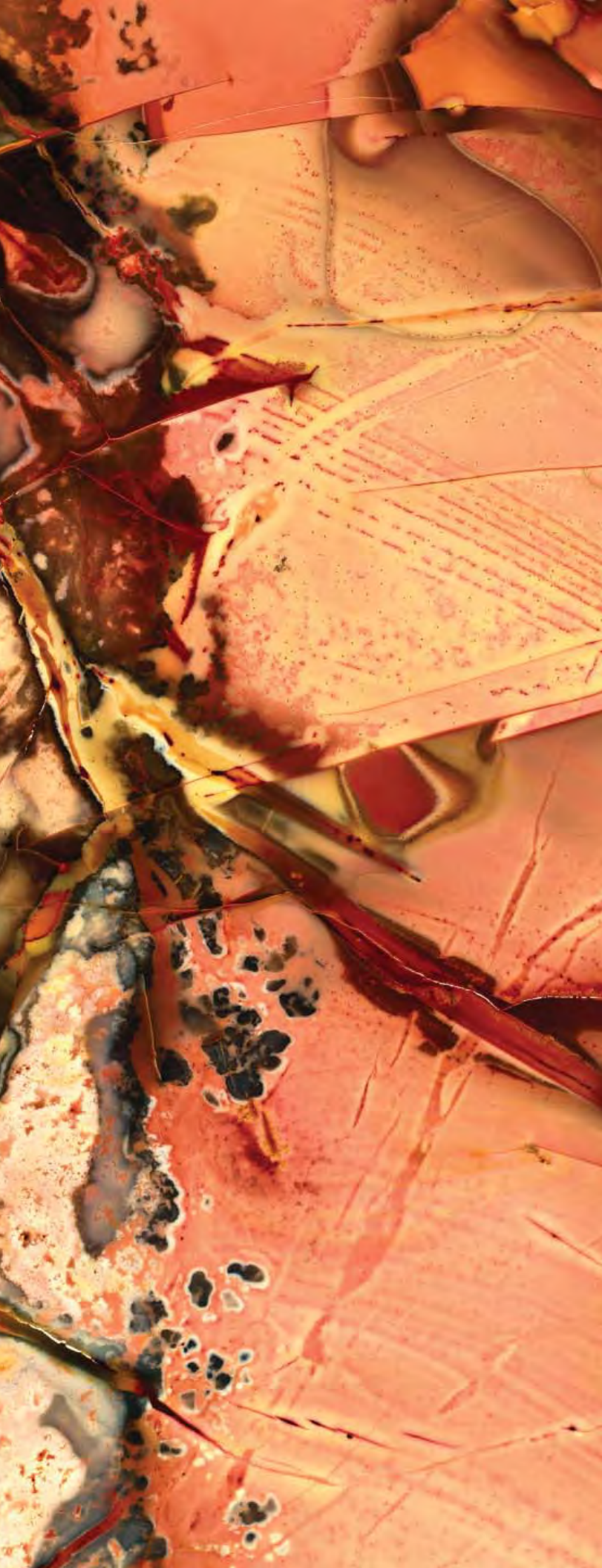
Russell S. Winer

William H. Joyce Professor of Marketing, Stern School of Business
New York University

Kent L. Womack

Associate Professor of Business Administration, Tuck School of Business
Dartmouth College





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los angeles



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san francisco



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