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Pearson INVESTMENT LETTER
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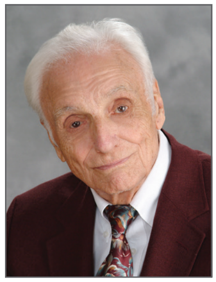
FEATURED STOCKS - JANUARY/FEBRUARY 2016

GROWTH STOCKS:
Apple, Inc.
Baidu, Inc.

VALUE STOCKS:
CVS Health Corp.
Walgreens Boots Alliance, Inc.

ETFs:
iShares U.S. Preferred
SPDR® S&P Dividend



Walter D. Pearson
Chairman

Donald E. Pearson
President

Ann Hathaway
Account Manager

2015 REVIEW

By Donald Pearson

Before writing a recap of the market and our decisions for the year, let me first suggest, when finished with this, read Chris's article on the back page that does a more in-depth recap of 2015 with an outline for 2016 too. I'd also suggest reading what Ann has written regarding Pearson Capital's eleventh year heading up our area's Toys for Tots that has now become the largest collection in the state of Florida. Many pictures of the event are included.

The year had several surprises and the two affecting the market the most in 2015 were the dramatic slowdown of the Chinese economy and the price of oil. Chinese stocks were harmed as well as American companies relying on their people to continue purchasing the products necessary to keep their stock prices favorable. In the energy sector, as the price of oil continued to lower, although favorable at the gas station when filling up, the stock of many of these companies sustained large losses as the need for their services declined at a larger than anticipated rate.

Another area I'm concerned with is commodities. We continue to buy and hold both gold and silver in most portfolios. Our thought here was these would do well and also be a defensive investment. We are now considering trading out of these for preferred stocks (ETF's) as a safer way of sustaining growth while pursuing above-average yields.

It appears the market indexes will finish the year flat for 2015 as an average. One index is up a little and others are down. If you hold quality within your investment portfolio as I believe we do, one must look at three to five years for performance. Apple, as example, will also be flat for this year but a five-year performance has them consistently doubling.

2016 OUTLOOK

Last year I predicted the market would be up around 8%, but it was flat for the year. I was right on the two years prior, so I'll have to tell myself two out of three "ain't bad." This year I'm predicting a favorable return around 6%, but, unfortunately, with volatility similar to last year. I believe a winning strategy will be finding what still appear to be growth investments while at the same time paying dividends. Two good examples of this are Apple (AAPL) with a P/E under 12, and projected annual growth far exceeding while yielding an additional 2%. Gilead Sciences, (GILD) with a P/E below ten and growth rate far exceeding has an additional yield of 1.7%. ETF's such as SPDR® S&P Dividend ETF seek to provide investment results that correspond generally to the total return performance of the S&P High Yield Dividend Aristocrats Index. The fund generally invests substantially all, but at least 80%, of its total assets in securities with a managed-dividends policy of consistently increasing dividends every year for at least 20 consecutive years. The yield for this ETF is currently at 3.3%, with a four star rating at Morningstar. As we are always relaying to you, the same selections are within our personal portfolios, so we are all on the same team.

I am also anticipating two additional interest rate hikes in 2016, but wouldn't be surprised if this doesn't happen. This is always a guessing game, and I certainly do not know, but I do believe, the market anticipates this and is prepared to absorb it.

So our strategy for this year will be placing a large emphasis on growth stocks or ETF's with low P/E's above average growth, while paying out quality dividends.

2016 CONTRIBUTIONS

As another year comes to a close and we turn the corner and start again, opportunities will present themselves to you and everyone else. Contributions to your retirement portfolio can be started or increased. Changes can be made and should be examined, especially if you're not maximizing every chance you have to better invest in your retirement. I write and say this often: "Pay yourself first." Wherever you are employed check with your plan administrator and be sure you're investing at least enough to receive the FREE money they are offering to you. Example: you contribute 6% and they offer an additional 3%. If you're a client of ours and want help selecting within your 401K, call me and I'll help you with it. If you have SEP's or other types of IRA's (exception is the Roth) check with your CPA and find out what you can contribute for 2016. Remember this will grow tax free until such time as you begin to withdraw, and this is not required until age seventy and a half.

A Roth IRA might be the best investment you can make if you qualify. If you're 50 and over you can contribute $6500 per year and those under 50 can contribute $5500. This money does not have to be taken at 70 ½ and it continues to grow tax free. Once you take it all or in parts after age 59 ½ it's yours without any tax consequences.

Once reaching retirement age it's sad to see so many having to continue working because they cannot make it on social security and a minimal savings amount. Others are working somewhere part time trying to add additional income to subsidize their allotted income. Don't let this be you. Remember, Pay Yourself First!

DP

THINKING POSITIVELY

Do you remember in the last letter I was rambling on about old things? About how many things have changed. What that means to me is that sooner or later a change is going to take place in searching for better buys in the investment industry. Does that mean that we shall no longer look to study how much a company has been earning but something else? Let's take a look at Priceline. Here's a company that has doubled the earnings in the last three years. The earnings have gone up ten times in ten years, and the price of the stock is ten times what it was then. Now that things have changed perhaps it is time to go with the tide and consider new things and make our changes. Maybe we should take into consideration new management conceptions. I have noticed that many CEO's have resigned and many new CEO's are women. Is that important?

We tend to still look at earnings. Consider AAPL and BIDU. Here are two companies that we think are so resourceful that we buy them for everyone who has an account with us. During the last ten years AAPL has increased their earnings almost thirty times. However the price has increased only ten times which means on the basis of earnings it is CHEAP. Look now at BIDU. BIDU's earnings have increased 55 times during the last nine years while the price has increased twenty times. These two companies are buys in our opinion and our job is to continue to find companies that seem to fit that criteria. Which is the way to go? What is your opinion? Is it better to find out who's giving the best deals or is it better to consider a new outlook?

Perhaps we should just consider the way things have changed. There are no longer shoeshine boys on the street wanting you to get a 10-cent shoeshine. The telephone is no longer an institution of the home. It is now something carried around from day to day. Think of the cost of a cup of coffee these days. It is no longer a 5-cent purchase. If I remember the price correctly, I paid $2.20 for coffee at my last restaurant. It is true that prices have gone up. I am now paying more than 40 times the cost of a few years ago. What I would suggest to everyone is to look on the bright side. Think positively and expect nothing but the best. It may not work for you but it's worth a try. THINK POSITIVELY! The next time that you go into the restaurant you may pay only $2.00 for a cup of coffee. Think of how much you have saved. In other words your positive thinking has worked for you. You could even try more positive thinking. If several bills arrived in your mail and you were the negative thinker, they were all bills that had to be paid, but if you were a positive thinker you would be thankful there were not more and they were not higher. What a difference!

Let's take a look at what people have done just to make you richer. Believe it or not, the powers that be have increased the amount you are being paid on the following investments: DHI, PRU, MFC, GPI, HPE, NTES, SU, LYB, JCI, GMCR, NKE, BDX, ORIT, BMO, BNS, RY, DIS, CM, TD, GG, MA, TOT, CIGI, SYK, FSV, ABT, BA, PFE, LGF, AMGN, BEN, AFSI, CP, CVS.

WP

Source Rating Key *for **PCI's** featured stocks:* **Pearson Investment Growth Rating** *measures long-term past and future growth.* **Pearson Value Rating** *measures current value in terms of potential for the dollar.* **Investors Business Daily** *measures growth and relative price strength.* **S&P** *measures financial quality and growth potential.* **Value Line** *measures timeliness, value and safety.*

Information & data obtained from other sources is believed to be reliable, but its accuracy and completeness can not be guaranteed.

Walter Pearson is the former President of First New England Securities, Co., Inc. and at that time, also managed the Statistical Department.
He is the author of the book, Investing for the Millions and Publisher Emeritus for the Pearson Investment Letter.
At this time, Mr. Pearson is Chairman of the Board of Pearson Capital, Inc.
He is a contributing columnist for various publications and is listed in Who's Who in America.

"Remember the Lord your God, for it is He who gives you the ability to produce wealth." (Deut. 8:18)

 Investment letters are complimentary to our clients with managed accounts!

APPLE, INC. (AAPL) NASDAQ PRICE $105.24

Apple Inc. designs, manufactures and markets mobile communication and media devices, personal computers and portable digital music players and sells a variety of related software, services, peripherals, networking solutions and third-party digital content and applications. The Company's products and services include iPhone, iPad, Mac, iPod, Apple TV, a portfolio of consumer and professional software applications, the iOS and OS X operating systems, iCloud and a variety of accessory, service and support offerings. The Company offers a range of mobile communication and media devices, personal computing products and portable digital music players, as well as a variety of related software, services, peripherals, networking solutions and third-party hardware and software products. The Company's primary products include iPhone, iPad, Mac, iPod, iTunes, Mac App Store, iCloud, Operating System Software, Application Software and Other Application Software.

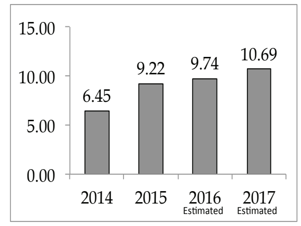
Type: Growth
Sector: Information Technology

Institutional Holdings: 5881
Industry: Technology Hardware, Storage & Peripherals

Ratings & Recommendations

Current P/E Ratio: **11.8**
Annual Yield: **1.9%**
Annual Dividend: **2.08**
Investor's Bus. Daily: **A**
Pearson Growth & Value: **A+**
Morningstar Rating: **B**
Stand & Poor Rating: **A**
The Street (analyst avg.): **A**

Earnings per share



BAIDU, INC (BIDU) NASDAQ PRICE $189.04

Baidu, Inc. (Baidu) is a Chinese-language Internet search provider (ISP). Baidu serves three types of online participants, which include users, customers and Baidu Union Members. The Company offers a Chinese-language search platform on its Website, Baidu.com. It provides Chinese-language Internet search services to enable users to find relevant information online, including Web pages, news, images, documents and multimedia files, through links provided on its Websites. It designs and delivers its online marketing services primarily on its Baidu.com Website to its online marketing customers. As of December 31, 2014 the Company had approximately 813,000 active online marketing customers. Its online marketing customers consist of small and medium enterprises (SMEs) throughout China, domestic companies and Chinese divisions or subsidiaries of multinational companies.

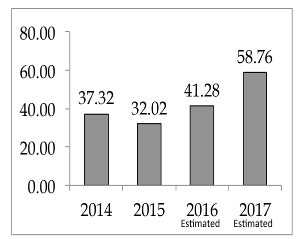
Type: Growth
Sector: Information Technology

Institutional Holdings: 1598
Industry: Internet Software & Services

Ratings & Recommendations

Current P/E Ratio: **36.6**
Annual Yield: **0%**
Annual Dividend: **0**
Investor's Bus. Daily: **A-**
Pearson Growth & Value: **A-**
Morningstar Rating: **C**
Stand & Poor Rating: **C**
The Street (analyst avg.): **C**

Earnings per share



CVS HEALTH CORP (CVS) NYSE PRICE $97.77

CVS Health Corporation, together with its subsidiaries, is a pharmacy company. The Company operates through three business segments: Pharmacy Services, Retail Pharmacy and Corporate. The Pharmacy Services segment provides a range of pharmacy benefit management (PBM) services and operates under the CVS/caremark Pharmacy Services, Novologix and Navarro Health Services names. The Retail Pharmacy segment sells prescription drugs and an assortment of general merchandise, including over-the-counter drugs, beauty products and cosmetics, personal care products, convenience foods, photo finishing, seasonal merchandise and greeting cards through the Company's retail stores, online retail pharmacy Websites and retail healthcare clinics. The Corporate segment provides management and administrative services to support the overall operations of the Company. The Company, through its wholly owned subsidiary, Omnicare, Inc., provides pharmacy services to long term care facilities.

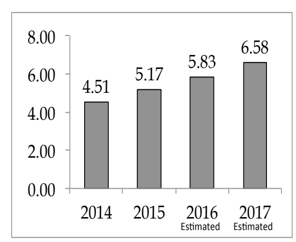
Type: Value
Sector: Consumer Staples

Institutional Holdings: 3742
Industry: Food & Staples Retailing

Ratings & Recommendations

Current P/E Ratio: **22.3**
Annual Yield: **1.4%**
Annual Dividend: **1.4**
Investor's Bus. Daily: **C**
Pearson Growth & Value: **A**
Morningstar Rating: **B**
Stand & Poor Rating: **A**
The Street (analyst avg.): **A-**

Earnings per share



WALGREENS BOOTS ALLIANCE INC (WBA) NASDAQ PRICE $85.16

Walgreens Boots Alliance, Inc. (Walgreens Boots Alliance) is a holding company. The Company is a global pharmacy-led health and wellbeing enterprise. It operates through three segments: Retail Pharmacy USA, which consists of the Walgreens business, including the operation of retail drugstores and convenient care clinics, in addition to providing specialty pharmacy services; Retail Pharmacy International, which consists of the Alliance Boots pharmacy-led health and beauty stores, optical practices and related contract manufacturing operations, and Pharmaceutical Wholesale, which consists of the Alliance Boots pharmaceutical wholesaling and distribution businesses. Its portfolio of retail and business brands includes Walgreens, Duane Reade, Boots and Alliance Healthcare, as well as global health and beauty product brands, including No7, Botanics, and Soap & Glory. Walgreens Boots Alliance, through its subsidiary, Liz Earle Beauty Co. Ltd, offers the Liz Earle skincare brand.

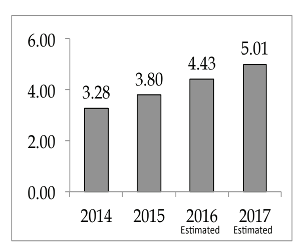
Type: Value
Sector: Consumer Staples

Institutional Holdings: 2058
Industry: Food & Staples Retailing

Ratings & Recommendations

Current P/E Ratio: **21.5**
Annual Yield: **1.7%**
Annual Dividend: **1.44**
Investor's Bus. Daily: **B-**
Pearson Growth & Value: **A**
Morningstar Rating: **B**
Stand & Poor Rating: **B**
The Street (analyst avg.): **B**

Earnings per share



JUST ASK ANN

Once again we're starting a new year and it's a good time to review your important papers and make sure everything is in order. Take the time now to update any changes; new mailing address, phone number, email address. Has your marital status changed, has your family grown? Are the beneficiaries on your accounts correct? If you find that you need to update these, let me know and I'll be happy to help you do that. Also, If you take a monthly distribution and need this adjusted contact me and we'll get it done.

If you are using TD's online access, you may have noticed that the site has changed. I'm guessing that these changes are supposed to be for the better but if you've become comfortable with the old site, you may find it challenging to navigate the new. I, myself, am finding it a bit confusing trying to locate areas I knew how to get to easily.

Before the next issue of the newsletter, I will try to educate myself on the new features of the website and hopefully, be able to pass this info out to you. If you have a specific problem, please contact me directly and I'll try and get a solution to your issue asap.

Wishing you a prosperous New Year!

Management Fee:

Our fee is extracted quarterly from the account at 25% of one percent by TD Ameritrade. Immediately following any quarterly management fee extraction, it is posted within your account's history information available on line. It is also posted in your TD Ameritrade monthly statement.
First Quarter January-February-March-see your January statement.

iSHARES U.S. PREFERRED STOCK EFT (PFF) NYSE ARCA PRICE $38.87

The investment seeks to track the investment results of the S&P U.S. Preferred Stock IndexTM, which measures the performance of a select group of preferred stocks listed on the New York Stock Exchange, NYSE Arca, NYSE Amex, NASDAQ Global Select Market, NASDAQ Select Market or NASDAQ Capital Market.The fund generally will invest at least 90% of its assets in the component securities of the index and may invest up to 10% of its assets in certain futures, options and swap contracts, cash and cash equivalents, as well as in securities not included in the index, but which the advisor believes will help the fund track the index.

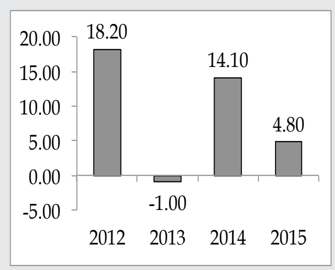
Location: Assorted
Type: Stocks and Bonds

Category: Value / Income
Industry: Diversified

Ratings & Recommendations

Current P/E Ratio: **N/A**
Annual Yield: **5.8%**
Annual Dividend: **2.24**
Investor's Bus. Daily: **N/A**
Pearson Growth & Value: **B+**
Morningstar Rating: **C**
Stand & Poor Rating: **N/A**
The Street (analyst avg.): **N/A**

Performance by%



SPDR® S&P DIVIDEND ETF (SDY) NYSE ARCA PRICE $73.54

The investment seeks to provide investment results that, before fees and expenses, correspond generally to the total return performance of the S&P High Yield Dividend Aristocrats Index.The fund generally invests substantially all, but at least 80%, of its total assets in the securities comprising the index. The index is designed to measure the performance of the highest dividend yielding S&P Composite 1500® Index constituents that have followed a managed-dividends policy of consistently increasing dividends every year for at least 20 consecutive years.

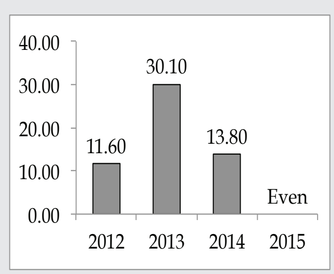
Location: USA
Type: 95% Stocks

Category: Value / Income
Industry: Diversified

Ratings & Recommendations

Current P/E Ratio: **N/A**
Annual Yield: **3.3%**
Annual Dividend: **2.46**
Investor's Bus. Daily: **N/A**
Pearson Growth & Value: **A-**
Morningstar Rating: **B**
Stand & Poor Rating: **N/A**
The Street (analyst avg.): **N/A**

Performance by%



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in their consumption struck directly at China, this generation's low-wage, high-growth economy. Germany is also by far the most dependent on exports of any of the world's top ten economies. This interest rate hike will cause a decoupling of the United States from exposure to the international system. It is this decoupling which is encouraging European, Chinese, and other capital, flight back into this country.

New trends that we see:

1) The 33-year bond rally is over as rates will likely rise from here.
2) Oil prices may go down to $30 dollars a barrel.
3) Home prices may rebound during next year.

Key Point: The Federal Reserve may raise interest rates again in 2016.

Earnings Flows:

January starts out the New Year with this quarter's earnings reports in the middle of the month. Companies will give analysts and investors this year's expectations for earnings and sales growth, and if the overall group is happy and upbeat, the stock market as a whole will move higher. If they are negative or cautious, then we will expect a sideways market for the beginning of the year. There is a low level of business confidence as companies have made the decision to grow slowly or be very defensive. Specifically, 2015 has been a good year for the housing market, possibly the best since 2007 when the housing recession had set in. In case mortgage rates rise with the interest rate hike, we believe they should still be reasonable, keeping housing affordable.

A strong dollar can have a dramatic (negative) impact on the earnings of companies that do a significant amount of business outside of the U.S. At the same time, Brazil and other commodity-based emerging markets will get more focus from investors in 2016 and could very well develop into one of the key drivers of global markets in the New Year, as oil and other commodities are hitting multiyear lows. Crude oil has plunged below $35, its lowest level in seven years, and is not expected to begin recovering significantly until February at the earliest, when seasonal demand starts to rise. So essentially, it is now every oil producer for itself. At the same time however, the American consumer is still benefiting by the lower price of gas and many other commodities. And, at the same time, the U.S. economy is growing stronger. Any better-than-expected earnings report will help the stock market rebound from its recent pullback.

The new trends continue:

1) Star Wars is now the highest grossing movie of all time.
2) We expect financial stocks to start to gain traction.

Key Point: We are taking a wait-and-see approach for this next quarter's earnings reports.

Cash Flows:

We expect more company mergers this year. If growth is not coming from rising demand, dominant companies will try to gain market share. We are now in the process of reviewing companies with rising payout. We expect 2016 will be another record year for stock buybacks, as interest rates are still at all-time lows. Stocks are now yielding close to four to 5%. So we are focused on companies that will seek a total return option of stock buybacks and an increasing yield.

One of the stocks we own is Apple (APPL). The company has returned over $50 billion to its shareholders in both 2014 and 2015 via stock buybacks and dividend payments. At current prices, the shares should provide a 9% free cash flow yield in 2016, one of the highest such measures in the market.
We also are reviewing Bank of America (BAC). With a 25 basis point rise, BAC could still see a significant boost to its top and bottom line for 2016, as could many other financial companies. BAC received clearance from the Fed for its capital return plan, which should help BAC stock start trading toward its book value per share of $22.41

New trends that are happening.

1) Technology stocks are now yielding up to 5%.
2) Activists will continue to pressure companies to buy back stocks.

Key Point: Buybacks and dividends once again will be part of the 2016 stock market total return.

On December 12th, Pearson Capital, Inc. again sponsored the local Toys for Tots campaign here in our South Shore area. It was our 11th annual event and our community did not disappoint!

We had an incredible response from our local businesses and residents. This year we collected 83 boxes of toys along with 251 bicycles, of which over 180 were donated by South Shore resident, Robert Coon through his own fundraising efforts! If that wasn't astonishing enough, we also raised $9100 in cash!

Our collection party was filled with Marines, Santa, our local DJ Gary and hundreds of generous community members that certainly helped to create a magical Christmas morning for our less fortunate families.

A special thanks goes out to The Alley at SouthShore for all their support. Besides providing us with a wonderful venue for our event, they challenge all their bowling leagues to reach deep into their hearts and wallets. They are truly generous!

We'd also like to thank Costco, TapSnap Photos and Apollo's Bistro for their donations and Huth & Booth Photography for all the wonderful pictures you see here.

Don Welcoming & Thanking Our Guests

Walter and Don Pearson

An Explosion of Toys!

Mr. Boje & Daughter Debbie

Ann & Don with Mr. Claus

The Boje Family & Alley Staff

Toys!

C21 Beggins Joe & Ellen Eletto

The Moody & Vassello Clan

Happy New Year

MSgt Corey & the Bike Brigade

Don & Mia Zuzack

The James Pulkowski Family

DJ Gary Stebbins

Joe Eletto with Bikes from Beggins

TFT's Coordinator Ed Zaleski

Serving up Deliciousness!

Ed Booth with Santa

Ann Hathaway & Jeff McGowan

GySgts Smith & Barrett

Happy New Year

Robert Coon & Bike Donation Banner


Integrity Movers - Robert & Son


Tom Callahan & Lori Elder


Melissa Hartmann & Manny


No Lack Of Fun Here!


Larry, Bethany, Erik, Vivian & Jerry


Costco's
Nancy & Randy Sanney & Friends


Krewe of the South Shore Marauders


Weichert Realty


Peter Florence and
His Little Red Wagon


More Toys!


Sherri From TapSnap & SS Uncorked

Happy New Year

The Steelers Club

Smiling with Santa Claus

The Langjahrs & St. Nick

The Guileys and Their Grandkids

Don & Walter

Berta & Lee Scott & Friends

Roger & Laura Nation

Making it fit!!

Don with Lisa & Raffa

Mike & Lorainne, Julie & Eros and Michelle

LtCol Gibbons and Don

WALL STREET INDEXES

Indexes	2009	2010	2011	2012	2013	2014	2015
S&P 500	23.5%	12.9%	EVEN	13.4%	29.6%	11.4%	(0.8%)
Dow Jones	18.8%	11.0%	5.5%	7.3%	26.5%	7.5%	(2.2%)
Nasdaq	43.9%	16.9%	(1.8%)	15.9%	38.3%	13.4%	5.7%
Market Average	27.9%	13.8%	1.2%	12.2%	31.5%	10.8%	0.9%

MARKET VIEW

Christopher Carothers - PCI's Stock Analyst

Economic Flows:

As expected, at its December 16 meeting the Federal Reserve raised interest rates for the first time in almost nine years. The Fed's announcement of this awaited increase in the benchmark federal funds rate shows how the U.S. economy has gradually gained traction and momentum since the 2008 financial crisis. The interest rate was finally hiked to 0.25%-0.50% from zero. The reasoning for this is that both job and wage growth has accelerated, with the Fed forecasting that inflation will advance from this year's 0.2% to 1.6% in 2016. The chairman herself has gone on the record saying she thinks the economy could support this rate hike, and is confident that inflation will rise, over the medium term, to its target of 2%. Every single one of the 17 Federal Reserve members expects the Fed funds rate to increase by at least 50 basis points before the end of 2016. And many Fed watchers are assuming that the Fed will raise rates up to four times in 2016, but we do not expect that to happen. In fact we may not see more than two more increases if any at all.

As we have stated before, the other world banks do not wish the Fed to make a move now as their respective economies are slowing down and they worry about their own debt, their own deficits, and their higher unemployment rates. A higher interest rate would cause the U.S. dollar to gain in strength, and, with much of world debt denominated in dollars, an increase of interest rates would be a greater cost on that debt. The U.S. dollar index was already up 9% in 2015 after gaining 13% in 2014. Eventually we feel that the euro will continue to depreciate and the U.S. dollar will be at parity with it sooner than expected. Many outside the U.S. feel that the global economy cannot handle Federal Reserve rate hikes at a time when global deflationary pressures are affecting the rest of the world. The Federal Reserve, like it or not, is a central bank that is in charge of a lot more than U.S. monetary policy. Since the Fed's policies affect the U.S. dollar, which is still the premier reserve currency of the world, the Fed cannot be indifferent to what goes on in the rest of the world as the global economic situation deteriorates. Furthermore, the fact that our respective central banks are on divergent paths essentially insures that the U.S. dollar will remain strong, especially as long as Treasury yields remain well above equivalent European yields. In the past the Fed has been the central coordinator of handling world crises. But now, the Federal Reserve is not going to let economic issues from European countries interfere with its long term goals.

In fact, U.S. mortgage rates might well drop as non-U.S. economies weaken, and investors park their funds in a much safer U.S. economy, a key factor which has been driving up the U.S. dollar for the past few months. Moreover, the Fed has clearly emphasized that the pace of these rate hikes will be slow and gradual. Given global demand is at the lowest levels since 2009 and both the Japanese and European Central banks are still in an easing mode, it is hard to see more than two interest rate increases in 2016, if that. Exporters of industrial goods, commodities, and services are hostages to their customers. Their economic problems quickly become the exporters' problems and can rapidly move from economic issues to political and social instability, a contraction of demand among the most intense consumers in the world. The decline

Continued to page 5

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The Pearson Investment Letter
published monthly since 1982

Editor
Roberta Wilde

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