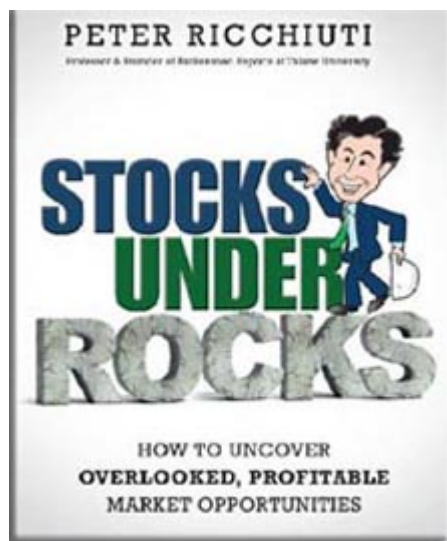


New book shares the lessons of Burkenroad Reports

January 16, 2014 8:45 AM Mark Miester

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As founder and director of the [Burkenroad Reports](#) program at the A. B. Freeman School of Business at Tulane University, Peter Ricchiuti has spent more than 20 years highlighting the small, profitable companies that often fly under the radar of Wall Street. Now, Ricchiuti has collected some of the lessons he's learned over the years in a new book.



Peter Ricchiuti's new book is a guide to investing based on his experiences running an equities research program with students for the Freeman School of Business.

[*Stocks Under Rocks: How to Uncover Overlooked, Profitable Market Opportunities*](#) (FT Press), co-written with *New Orleans Advocate* features editor Annette Sisco, is a funny, informative guide to investing based on Ricchiuti's experiences running the acclaimed equities research program.

"It's all the stories I tell in class and all the stories we get from visiting with the companies, but integrated into the funny stories is what we found that makes those companies a smart investment," says Ricchiuti, a professor of practice at the business school. "Every company represents a few anecdotes and a few funny stories but also one investment lesson learned."

Those lessons range from investing in profitable companies no matter how unfashionable they might seem to identifying big-picture trends and market niches, but Ricchiuti says the biggest lesson of all is that when it comes to small, regional stocks, individual investors really can gain an advantage over Wall Street.

“The conventional wisdom, particularly in academia, is that every stock is already efficiently priced, but when you get down low enough and small enough, there's oftentimes no other coverage,” Ricchiuti says. “If you're willing to do the research, you really can know more than anyone else, and for an investor, that's a great place to be.”

He will be reading from and signing *Stocks Under Rocks* at the Maple Street Book Shop, 7529 Maple St. in New Orleans, on Thursday, Feb. 6, at 6 p.m.

Mark Miester is the editor of Freeman magazine for the A. B. Freeman School of Business.