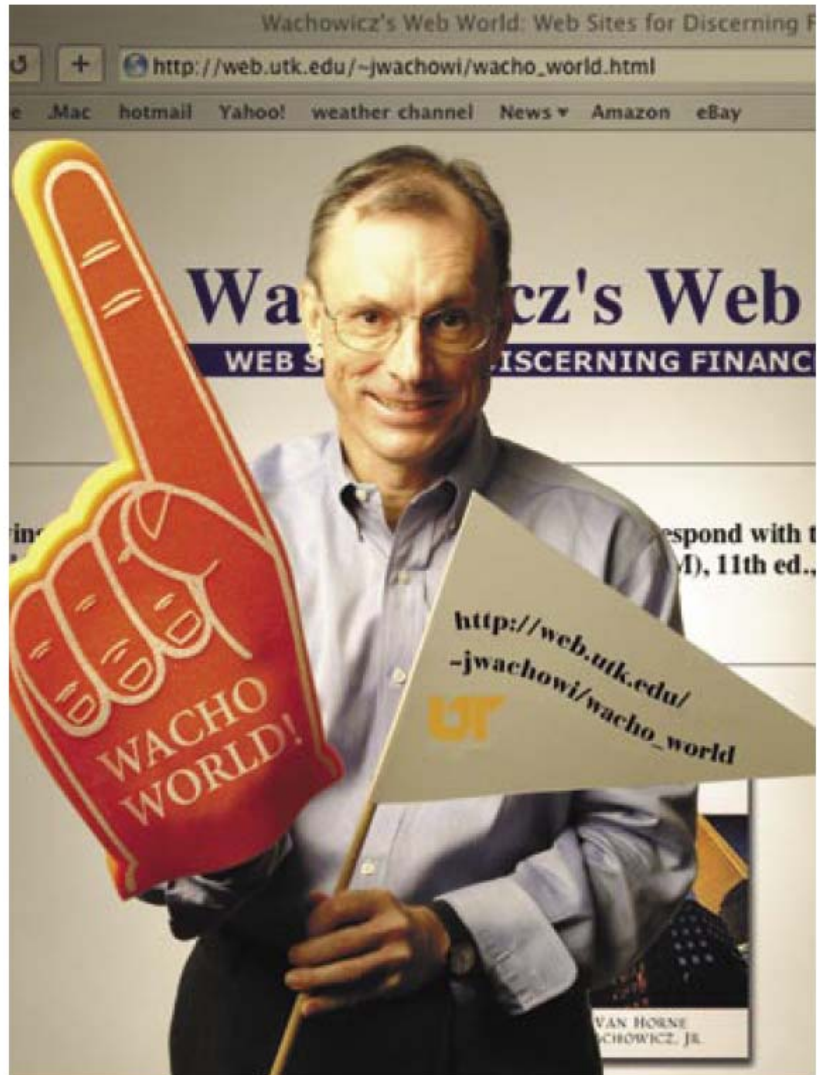


Mighty Web Site From Tiny Page Grows

"Wacho World" Reigns Supreme as #1 Finance Web Site

A bit of irony started it all. In 1996, John Wachowicz, professor of finance at the University of Tennessee, wanted to share some helpful Web sites with his students, and he felt it was a bit archaic to hand out Web addresses (URLs) on a piece of printed paper, so he created a single page of citations on the World Wide Web. Over time, that single page has grown into a massive, on-line resource of everything financial, running the gamut from finance to accounting to management and including hundreds of Web site links, interactive quizzes, and more than 1,000 presentation slides

"Wachowicz's Web World: Web Sites for Discerning Finance Students" is organized to parallel the *Fundamentals of Financial Management* textbook that Wachowicz co-authored with James Van Horne of Stanford University. (The 12th edition of the text was released in November 2004, and previous editions have been published in a number of languages, including Spanish, Russian, Croatian, and Chinese.) However, you do not have to own the textbook or even be a student to find the site helpful. So informative and entertaining is the site that it has been heralded with numerous Web awards, including being named a "Cool Site" by *Emerald Management Review*. The site also has been recognized in countless articles and is "linked to" by the U.S. Small Business Administration, the Oxford Financial Resource Centre, and libraries worldwide. Offering a wealth of information free to any Internet user in the world, the site ranks first



John Wachowicz

in popularity among financial management Web sites on most search engines, including Google and Yahoo!

Add the site to your "favorites" by bookmarking http://web.utk.edu/~jwachowi/wacho_world