

Stock School: What Newspapers to Read – The NY Times

By [Peter Lawrence Alexander](#) / October 5, 2008 / Revised July 26, 2016

With so much to read out there on stocks and investing, where should you really focus your time? Sonic Control's Stock School tells you. This time, The New York Times.

Before you begin investing, one of the first things you need to do is establish reputable reading sources that you can consistently depend on for reliable news. There are four major publications to read.

[NEW YORK TIMES](#) – Printed Edition, free online resources

[WALL STREET JOURNAL](#) – Printed Edition, some free online sources, premium content subscriptions

[BARRON'S](#) – Printed Edition, some free online sources, premium content subscriptions

[INVESTORS BUSINESS DAILY](#) – Printed Edition, minimal free online resources, mostly premium content.

For this week's column we'll focus first on the New York Times.

THE NEW YORK TIMES

The NY Times, especially the Sunday Business Section, may be the best “business school” on the planet. If you're new to business and stocks, this is the place to start. Without a paid subscription, you can get access to 10 free articles a month. If you do subscribe, you'll have access to the entire paper plus all its archives. [Click HERE](#) for the NY Times home page.

Another great resource is the NY Times [Technology Navigator](#) with hundreds of research links at your disposal.

Back to the home page. Go to the top navigation bar and look for "Business". When you find it, click once.

You're now at the NY Times Business Home Page! The screen shot below displays the many resources at your fingertips.

[INTERNATIONAL](#) | [DEALBOOK](#) | [MARKETS](#) | [ECONOMY](#) | [ENERGY](#) | [MEDIA](#) | [TECHNOLOGY](#) | [PERSONAL TECH](#) | [ENTREPRENEURSHIP](#) | [YOUR MONEY](#)

Scroll down the page and you'll see the wealth of information available to you. For those in music, these pages are invaluable for covering the financial issues affecting music, royalty rates, film and stage productions.

Click on "Markets". This takes you to the [World Markets Overview Page](#). Here, you can review summaries of news events across the globe, then in specific marketplaces including the USA.

To the immediate right you see a Financial Tools section. Click on "Analysis Tools."

Financial Tools

[Analysis Tools](#) | [Screener](#) | [Portfolio](#) | [Alerts](#)

Now click on the "Change" button and type in AAPL for Apple.

Analysis Tools

HISTORICAL CHART | FINANCIALS TABLE

Microsoft Corporation
MSFT: Nasdaq [Change](#)

Analysis Tools



Here you have an entire page dedicated to Apple's stock! Click on the Financials Table tab and on the right you'll find additional links labeled Fundamentals, Income Statement, Cash Flow, Balance Sheet, SEC Filings.

Two links are noteworthy. Under Fundamentals, the NY Times gives you a complete financial portrait of Apple.

Under SEC Filings, this is where you'll find the paper Apple files quarterly with the SEC. The 10Q filing means quarterly filing. Because Apple and all the other companies on the Sonic Control Music Tech 21 are publicly traded, this is where you get key statistics to tell you about each company and its total financial performance. Learning to read these documents is an art in itself. Nonetheless, they're right here, just a click away. If you're going to invest in a company you need to have the data to make an informed decision.

Click back on the "Historical Chart" tab.



This is an amazing resource because here you can see Apple's stock performance for a single day, five days (business week), 1 month, 3 months, 6 months, 1 year, 3 years, 5 years, 10 years, max.

At Comparisons (on the left), click ADD >> and you can create your own industry sector view to see what's going on with Apple and other computer makers. Add HPQ (Hewlett-Packard) and then ACER (Acer Inc.) for a picture. Then go one step further and add BBY (Best Buy) to see how one of their main retail distributor channels is doing compared to the computer companies.

Once all four stocks have been added, now click on 1 Day. Next, go through each historical time setting on the chart and the current picture will be put into a perspective for you.



DEAL BOOK

At the top of the page, look for **Deal Book**. Deal Book explains how specific mergers and acquisitions were put together. The NY Times explains these deals in such a way that they're easy for the average reader to understand. This column is well your time.

CONCLUSION

The NY Times is the THE resource because just about everything you need to help you make good decisions is here including news stories and commentary not available elsewhere, along with ability to access company filings with the SEC.

Next time, we'll look at the Wall Street Journal.

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