

## Focus on the Fundamentals, not the Story



Every so often a stock with a good story catches the eyes of traders and experiences a price spike in response. Tesla Motors (TSLA) is currently that stock. Since the end of April, shares of Tesla have approximately doubled in price, soaring from \$53.99 on April 30, 2013, to \$104.95 today. When hoopla such as this occurs, it is easy to forget that good stories do not always result in good investments.

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