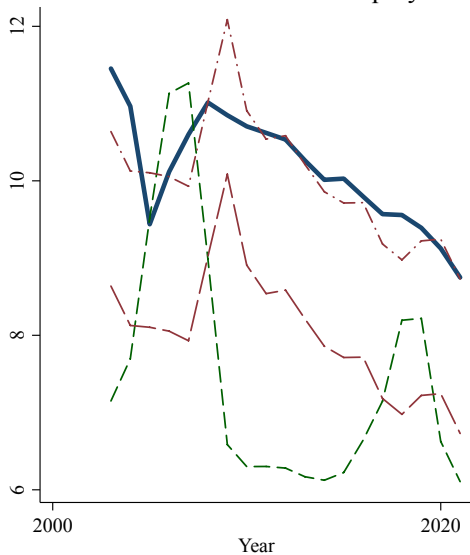


The Perceived Cost of Equity



The Perceived Equity Risk Premium

