

# Technical Perspectives on Analyst's Rating Changes

SBUX case study

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SBUX – Sometime during the first six months of 2007 SBUX broke down badly. The analyst's rating change did not occur until June 22, 2007 when the TPARC report was prepared. The stock probably gave a sell signal in the mid thirties in terms of price. At any rate, the downtrend has continued and the stock has suffered a serious loss even from June of 2007, almost a full year ago. The downtrend has continued unabated and shows no signs of a reversal.

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