Post 1

Choose your favorite company or brand and do a Google search for that company and "stock price history". For example, Graham Holdings is the parent company for Kaplan University, so enter "graham holdings stock price history" to find the price history for that stock. If the company or brand that you chose is not publicly held, choose another one of your favorites and try again.

- Find the price of the stock today and the price of the stock when it was initially offered (or as far back as is available). List both prices and dates and the web address where the information was found.

- Find the percent change in the stock price using the following equation.

$$\text{Percent Change} = \frac{\text{current price} - \text{previous price}}{\text{previous price}} \times 100$$

- Is the percent change positive or negative? How much time elapsed between the two stock prices? What does that tell you about the price of the stock over time?

Post 1 Example

NOTE: Not all parts of the Discussion are included in this Example. Read the Discussion Question thoroughly and respond to all parts of the Question.

Graham Holdings Stock
Current Price - $505.98 on February 19, 2016
Previous Price - $17.31 on January 6, 1978
Website - https://goo.gl/dfMcXT

$$
\begin{aligned}
\text{Percent Change} &= \frac{\text{current price} - \text{previous price}}{\text{previous price}} \times 100 \\
&= \frac{505.98 - 17.31}{17.31} \times 100 \\
&= \frac{488.67}{17.31} \times 100 \\
&= 28.2305026 \times 100 \\
&= 2823.05026 \\
&\approx 2823.05\%
\end{aligned}
$$

The percent change is positive. I found the time between the current and previous prices is 38 years, one month and 13 days using the calculator at http://www.timeanddate.com/date/duration.html.