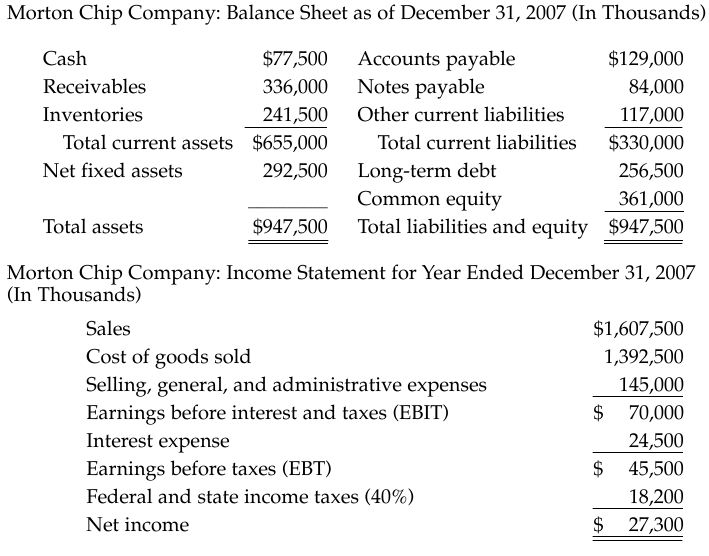
Ratio Analysis

* 1. Calculate the 3 stage DuPont equation for Williams Corporation given the following 2007 information:



* 1. Discuss at least 3 qualitative factors that should be considered when analyzing a company’s financial performance.