MADISON HEIGHTS, Mich., Jan. 3, 2014 /PRNewswire-USNewswire/ -- The Editorial Advisory and Securities Review Committee of BetterInvesting Magazine today announced Starbucks Corporation (NDQ: SBUX) as its March 2014 "Stock to Study" and International Business Machines Corporation (NYSE: IBM) as its March 2014 "Undervalued Stock" for investors' informational and educational use.

"The committee chose Starbucks based on the opportunities for future growth, ability to control quality and strong management," said Adam Ritt, editor of BetterInvesting Magazine. "For the Undervalued selection, the committee cited IBM's relatively low current valuation and potential for turnaround efforts to begin taking hold in the coming quarters." Check BetterInvesting's March issue for more details about these selections.

Committee members are Robert M. Bilkie, Jr., CFA; Daniel J. Boyle, CFA; Philip S. Dano, CFA; Donald E. Danko, CFA; Maury Elvekrog, CFA; Walter J. Kirchberger, CFA; Marisa Lenhard, CFA; and Paul McVey, CFA.

As stated, the BetterInvesting committee's Stock to Study and Undervalued Stock choices are for the informational and educational uses of investors and are not intended as investment recommendations. BetterInvesting urges investors to educate themselves about the stock market so they can make informed decisions about stock purchases.

About BetterInvesting BetterInvesting is a national nonprofit organization that has been empowering individual investors since 1951. Founded in Detroit, the association (formerly known as National Association of Investors Corporation) was borne out of the conviction that anyone can become a successful long-term investor by following commonsense investing practices. BetterInvesting has helped more than 5 million people become better, more informed investors by providing webinars, in-person events, easy-to-use online tools for analyzing stocks and mutual funds, a monthly magazine and a community of volunteers and like-minded investors. For more information about BetterInvesting, visit its website at www.betterinvesting.org or call toll free (877) 275-6242.

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