

From *Viability*

Angelina Jolie Stock Index: An index made up of a selection of stocks from companies associated with actress Angelina Jolie. Seen as one of the world's most influential celebrities, some analysts believe that companies connected with Jolie will outperform their competition.

The index was created by Fred Fuld of Stockerblog.com; it includes the stocks of movie studios and producers that have had a connection with Angelina Jolie, such as Sony (NYSE: SNE), Viacom (NYSE: VIA), and Time Warner (NYSE: TWX). Because Jolie's films usually earn large box-office revenues, the companies that produce these movies should have higher profits.

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How does the Index love us? The Index loves us like we are its infant and its meal. The Index loves us like we are its labor and its fuck. The Index loves us like we are its information and its surface upon which to reflect an image of the Index. The Index loves us like we are its lipstick and its mother. The Index loves us like we are slaves with the ability to reproduce ourselves.

—John of the Cross

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Eva Longoria Stock Index: A stock index comprised of companies related to the actress Eva Longoria. Some analysts believe that Eva Longoria has enough influence over consumers that her endorsements will materially affect product sales.

On the popular television show "Desperate Housewives," Longoria often promotes consumer goods. Outside of acting, she has endorsement deals with companies such as Hanes (NYSE: HBI), Bebe (NASDAQ: BEBE), and L'Oreal (NASDAQ: LRLCY) These companies are included in the Eva Longoria Stock Index, under the premise that her fans will increase the revenues of the promoted products.

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Put all of your money in the Eva Longoria Stock Index. Put all of your money in the Angelina Jolie Stock Index. Put all of your money in the Lindsay Lohan Stock Index. Put all of your money in the Jennifer Lopez Stock Index. Put all of your money in the Paris Hilton Stock Index. Put it in the tender membranes of their Index, their pink and lavender membranes, their weapons-grade membranes, their civilized membranes holding our worlds together.
—John of the Cross