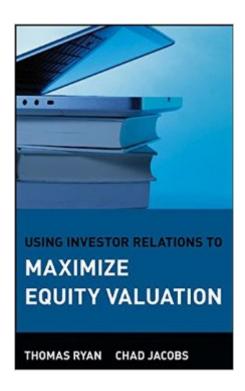
The book was found

Using Investor Relations To Maximize Equity Valuation





Synopsis

A practical guide to proactive investor relations (IR) Investor relations (IR) has traditionally been an administrative function within corporate communications, responsible for disseminating public information and answering investor and media questions. Using Investor Relations to Maximize Equity Valuation challenges this approach, by arguing that IR has been underutilized and then illustrating how it should be elevated to lead a strategic communications effort to preserve or enhance corporate value and lower a company's cost of capital. Divided into four comprehensive parts, this book clearly describes capital markets strategies and tactical operations that these former, senior-level equity analysts and portfolio managers employ. Chad A. Jacobs (Westport, CT) and Thomas M. Ryan (Westport, CT) are the cofounders and co-CEOs of Integrated Corporate Relations.

Book Information

Hardcover: 272 pages

Publisher: Wiley; 1 edition (November 12, 2004)

Language: English

ISBN-10: 047167852X

ISBN-13: 978-0471678526

Product Dimensions: 6.3 x 1 x 9.4 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars Â See all reviews (3 customer reviews)

Best Sellers Rank: #2,041,462 in Books (See Top 100 in Books) #212 in Books > Business &

Money > Finance > Corporate Finance > Valuation #1076 in Books > Business & Money >

Marketing & Sales > Public Relations #12783 in Books > Business & Money > Investing

Customer Reviews

Authors and consultants Thomas M. Ryan and Chad A. Jacobs, cofounders of an investor relations consultancy, provide a basic introduction to the ways of Wall Street that will be useful to new staffers in investor relations (IR) departments, or to companies that are deciding how to handle IR. The most valuable part of the book comes in chapter 20, where the authors offer companies a good guide to handling earnings releases and stock analysts' conference calls. The least valuable part is the oft-repeated advice to companies that they should hire investor relations consultants - like the authors. We suggest this book to companies that are defining their investor relations function.

I am new to Investor Relations, but have a finance background. A friend recommended me to read this book, and I found it on . Great book on strategic investor relations - explain how you can add value to the traditional IR function. Highly recommend!

I found this book an extremely informative primer on the value of Investor Relations to the Public Company, especially in the context of of the new regulatory climate that emerged following the collapse of the Internet bubble. Some might be put off by the book's heavy bias towards the external Investor Relations Agency perspective, and the fact that that it was clearly written in part to promote the authors' own firm, ICR. However, the authors are fairly forthright about this agenda, and overall I found it the most valuable reference for understanding and practicing Investor Relations that has been published in at least the last 10 years. I still look at it once a week and strongly recommend it to anyone starting out in the profession, either at a public company or outside agency.

Download to continue reading...

Using Investor Relations to Maximize Equity Valuation Smart Investor: Warren Buffett Way: How to know the stock market has bottomed? (Market Crash, Intelligent Investor, Stock Market, Financial Freedom, Stock Valuation, Wealth Creation Book 1) Business Valuation for Business Owners: Master a Valuation Report, Find the Perfect Business Appraiser and Save Your Company from the Looming Disasters That You Don't Yet Know About Investment Banking: Valuation, Leveraged Buyouts, and Mergers and Acquisitions + Valuation Models Valuation Workbook: Step-by-Step Exercises and Tests to Help You Master Valuation Valuation Workbook: Step-by-Step Exercises and Tests to Help You Master Valuation + WS (Wiley Finance) Warren Buffett : Best Quotes for investor: Wake up your inner investor soul (best quotes, warren buffett book, warren buffett way. warren buffett biography, warren buffett letters) Equity Asset Valuation (CFA Institute Investment Series) Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity Private Equity Operational Due Diligence: Tools to Evaluate Liquidity, Valuation, and Documentation (Wiley Finance) Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity (Wiley Finance) Private Equity Operational Due Diligence, + Website: Tools to Evaluate Liquidity, Valuation, and Documentation Equity Asset Valuation Equity Asset Valuation Workbook (CFA Institute Investment Series) Equity Asset Valuation Workbook Equity Valuation and Portfolio Management Applied Equity Analysis: Stock Valuation Techniques for Wall Street Professionals Equity Asset Valuation Book and Workbook Set (CFA Institute Investment Series) Inside Private Equity: The Professional Investor's Handbook (Wiley Finance) Private Equity Accounting, Investor Reporting, and Beyond

