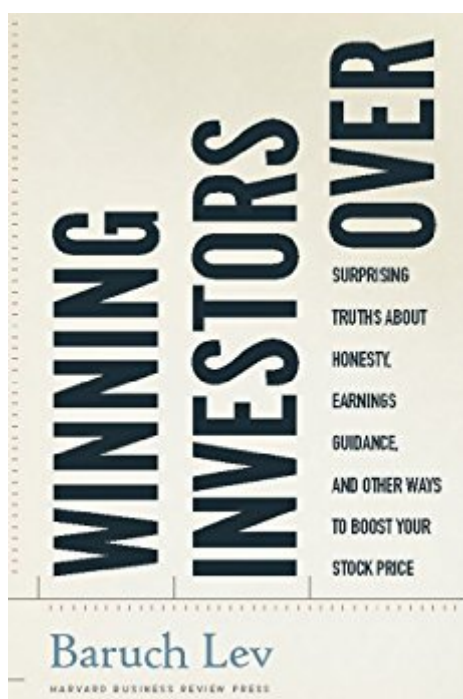


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# Winning Investors Over: Surprising Truths About Honesty, Earnings Guidance, And Other Ways To Boost Your Stock Price



## Synopsis

Pleasing Wall Street used to be easy for executives. Not anymore. The stock market is an uncertain place, and every day executives have to figure out what investors really want. There are right ways and wrong ways to do this. Get it wrong, and you risk alienating investors as well as employees, consumers, and suppliers—which can erode your earnings and stock price. In *Winning Investors Over*, Baruch Lev draws on his own and other finance scholars'™ research to present authoritative, often surprising instructions for dealing intelligently with Wall Street—and boosting your company's earnings and stock price. Through rigorous data analysis and real-life cases, Lev shows how to:

- Understand and address investors'™ concerns to secure ongoing funding and support from the capital markets
- Deliver disappointing news effectively to investors
- Build, rebuild, and maintain credibility on Wall Street
- Buy time for your company's recovery from activist shareholders and hedge fund raiders
- Structure your compensation to win shareholders'™ support

*Winning Investors Over* demonstrates that despite the uncertainty that characterizes Wall Street today, you can still craft a mutually beneficial, long-term partnership with investors.

## Book Information

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## Customer Reviews

This is a solid book. It's not an investor relations handbook but rather an experienced professor giving advice to CEOs and corporate managers on how to view and handle the stock market. Baruch Lev is a professor in accounting and finance at Stern School of Business. He has also held positions at the University of Chicago, the Hebrew University of Jerusalem, Tel Aviv University and Berkeley. With five books and over a hundred published studies in leading journals, Lev is a very seasoned advisor to have by your side. The chapters are structured into three main parts where the author first discusses how to handle investor related emergencies such as when results miss consensus earnings, informing investors of adverse news etc. Secondly, Lev addresses the topic of how to earn the trust of investors and finally a number of real or perceived conflicts between owners and managers are analysed. The latter two parts are better than the first. Out of the text's many discussions I think I appreciated the one on how to handle corporate social responsibility (CSR) issues the most. Managers or not, most people strive to follow the informal motto of Google; "don't be evil" and within the corporate sector, as the author points out, the CSR movement has won the battle of ideas. Hence CSR issues must be addressed by management. At the same time the thought that companies should serve all stakeholders, not only shareholders, poses a problem. As professor Michael Jensen so eloquently puts it "It is logically impossible to maximize in more than one dimension at the same time ... whereas [shareholder] value maximization provides corporate managers with a single objective, stakeholder theory directs corporate managers to serve `many masters.' And ... when there are many masters, all end up being shortchanged.

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