



Investor Relations: The Comprehensive Guide

By Steven Bragg

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Investor Relations: The Comprehensive Guide By Steven Bragg

Investor Relations provides a broad array of information for the investor relations professional, including event management, public communications, publications, investor relations web sites, and forward-looking statements. It also addresses the various constituents of the investor relations community, including the buy side, sell side, credit rating agencies, and short sellers. The book also addresses such niche topics as blue sky laws, proxy solicitations, stock buy-backs, and metrics. Investor Relations covers the complete range of investor relations topics.

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Editorial Review

Review

At long last, a comprehensive introduction to the important topic of investor relations. CFOs, treasurers, and those who aspire to those positions would be well served to read this comprehensive guide. --Richard Booth, VP of Finance, Nuance Communication, Inc.

This book is a must read for anyone involved with investor relations, from the executive team to front line employees. In this age of M&A and venture capital funding, investor relations will become increasingly important to the overall success of organizations of every size. --Chris D'Angelo, Controller, Executive Health Resources

Investor Relations is an informative, concise, clearly written guide for either the employee new to the investor relations team or the experienced investor relations officer. Investor Relations will definitely get shelf space in my office and will come in handy as I deal with the buy side. --Douglas Schaeffer, Controller, Aberdeen Townhomes

About the Author

Steven Bragg, CPA, has been the controller or CFO of four companies, and is the author of more than 30 business books.

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