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CHAPTER 17 Targeting the Audience CHAPTER 18 Integrating with PR; CHAPTER 19 Infrastructure/Disclosure Check; CHAPTER 20 Delivering the Goods; PART SEVEN Dialogue; CHAPTER 21 From Delivery to Dialogue; CHAPTER 22 Maintaining and Building Relationships; CHAPTER 23 Meeting The Street; CHAPTER 24 Event Management; CHAPTER 25 The Banker Mentality; CONCLUSION A Call for Change; APPENDIX A Two Press Releases; APPENDIX B The Conference Call Script; APPENDIX C Velocity Inc. 2004 Investor Relations Plan; INDEX

Sommario/riassunto

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