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8. US offers and American depository receipts; Securities regulation in the USA; Private placements vs. public offerings; Depository receipts; Chapter 9. Marketing new issues; The role of the research analyst; Pre-marketing; Formal marketing; Chapter 10. Syndication and fees; The value of syndication; Fees and commissions; Chapter 11. Allocation, stabilization and lockups; Allocation; Stabilization; The lockup period; Chapter 12. Secondary equity offerings
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Sommario/riassunto

An initial public offering (IPO) is one of the most significant events in corporate life. It follows months, even years of preparation. During the boom years of the late 1990's bull market, IPOs of growth companies captured the imagination and pocketbooks of investors like never before. This book goes behind the scenes to examine the process of an offering from the decision to go public to the procedures of a subsequent equity offering. The book is written from the perspective of an experienced investment banker describing the hows and whys of IPOs and subsequent equity issues.
