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Nota di contenuto	Using Investor Relations to Maximize Equity Valuation; Contents; PREFACE A Brave New World of Investor Relations; INTRODUCTION A New Approach and Why It's Important; PART ONE Capital Markets and Their Players: A Brief Primer; CHAPTER 1 The Capital Markets and IR; CHAPTER 2 The Sell-Side Disclosed: Who They Are and What They Do; CHAPTER 3 The Buy-Side: Institutional and Retail Investors; CHAPTER 4 Employees, Suppliers, Customers; CHAPTER 5 The Media; PART TWO Post-Bubble Communications: Events in the Markets and the New World of IR; CHAPTER 6 Greed Is Good, '90's Style CHAPTER 7 Of Rules and Regulations CHAPTER 8 Post-Bubble Reality; CHAPTER 9 Of Reason, Renewal, and Honesty; PART THREE Investor Relations-The Fundamentals: Traditional IR and the Need for Change; CHAPTER 10 Traditional IR: What It Is, and Why It's Not Enough; CHAPTER 11 Staffing and Sourcing the New IR; CHAPTER 12 Grasping the IR Evolution; PART FOUR Investor Relations-Maximizing Equity Value; CHAPTER 13 Positioning IR to Succeed; PART FIVE Definition; CHAPTER 14 The IR Audit; CHAPTER 15 Excavating Value Post-Audit; PART SIX Delivery; CHAPTER 16 To Guide or Not to Guide: That Is the Question

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

2. Record Nr.	UNINA990004660960403321
Autore	Denyer, Nicholas
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