1. Record Nr. UNINA9910824570503321 Autore Marcus Bruce W. <1925-> **Titolo** Competing for capital: investor relations in a dynamic world / / Bruce W. Marcus Hoboken, N.J., : Wiley, c2005 Pubbl/distr/stampa 1-280-25492-0 **ISBN** 9786610254927 0-471-71741-X Edizione [1st ed.] Descrizione fisica 1 online resource (239 p.) Disciplina 659.2/85 Soggetti Investments - United States Corporations - Investor relations - United States Stockbrokers - United States Investment analysis Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di contenuto Competing for Capital; Contents; Acknowledgments; Preface; CHAPTER 1 Strategic Factors in a New Environment The Coming of Sarbanes-Oxley and the Brave New World; CHAPTER 2 The New Investor—and What Influences the Investment Decision This Ain't Your Father's House No More: CHAPTER 3 Regulation Rules Of Disclosure—The SEC and Sarbanes-Oxley; CHAPTER 4 The Street A Funny Thing Happened on the Way to Unbridled Wealth . . .; CHAPTER 5 Talking to the Financial Community and the Shareholder Let Me Tell You About Our Company . . CHAPTER 6 Analysis and Analysts What Do Analysts Really Want (Besides a Crystal Ball)?CHAPTER 7 Dealing with the Business and Financial Media On and Off the Record to Get It Right; CHAPTER 8 The Future of Investor Relations If We Don't Know Where We're Going, How Do We Know How to Get There?; Index; About the Author; An updated edition to one of the most detailed guides to investor Sommario/riassunto relations The rapidly changing nature of the economic environment, technology, and the regulatory response to the scandals of the early

part of the new century require a new look at traditional investor