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Nota di contenuto	Front Cover; IPOs and Equity Offerings; Copyright Page; Contents; Preface; About the author; Chapter 1. The decision to go public; The company; The vendors; The investors; What is the commonality?; Why do companies go public?; Capital raising; Sale by existing shareholders; Advantages and disadvantages of going public; What makes a deal successful?; Chapter 2. The players; Selecting the lead investment bank; The syndicate; Other advisors and involved parties; Appendix: Selection criteria; Chapter 3. The offering process, part 1; Is the company ready to go public?; Corporate issues Offering structure Regulators and documentation; Marketing; Pricing and allocation; Aftermarket; Chapter 4. The offering process, part 2; Rationale for international offerings; Disadvantages of selling shares internationally; International investors; Price-setting mechanisms; Chapter 5. Determining the value of an IPO company; Types of valuation; Relative valuations; Discounted cash flow valuation; Determining the cost of capital; Cost of debt; Cost of equity; Conclusion; Chapter 6. Documentation and due diligence; Purposes of documentation; Due diligence and verification Appendix: Sample due diligence outline Chapter 7. UK offerings; The

British market; UK offer structures; UK new issue regulations; Chapter 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.
