

The New Investor Relations



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The New Investor Relations provides a wealth of both strategic and tactical advice on how best to manage IR in the twenty-first century.

Part 1 explores the "new look" in IR fundamentals, from disclosure practices to company positioning. The section includes an overview of the demands imposed by the Sarbanes-Oxley Act, Regulation FD, and other regulatory strictures, and discusses the growing and significant nexus between IR and PR.

Part 2 details the IR implications for different financing scenarios—from stock buyback

programs to business combination transactions, private placements, and IPOs. Special circumstances require special tactics, and Part 3 of the book covers the challenging problems of crisis management and proxy wars. One such example was the high-profile attempt by shareholders to derail the acquisition of Compaq by Hewlett-Packard in 2001, and the section closes with an in-depth case study of that proxy battle and its fallout.

In the concluding Part 4, the book offers an array of unique perspectives, from IR for microcap companies and for non-U.S. issuers to the critical role good (or bad) IR can play in the credit-rating process. Finally, an investment manager reminds practitioners what the institutional audience is—and is not—looking for in timely company information.

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