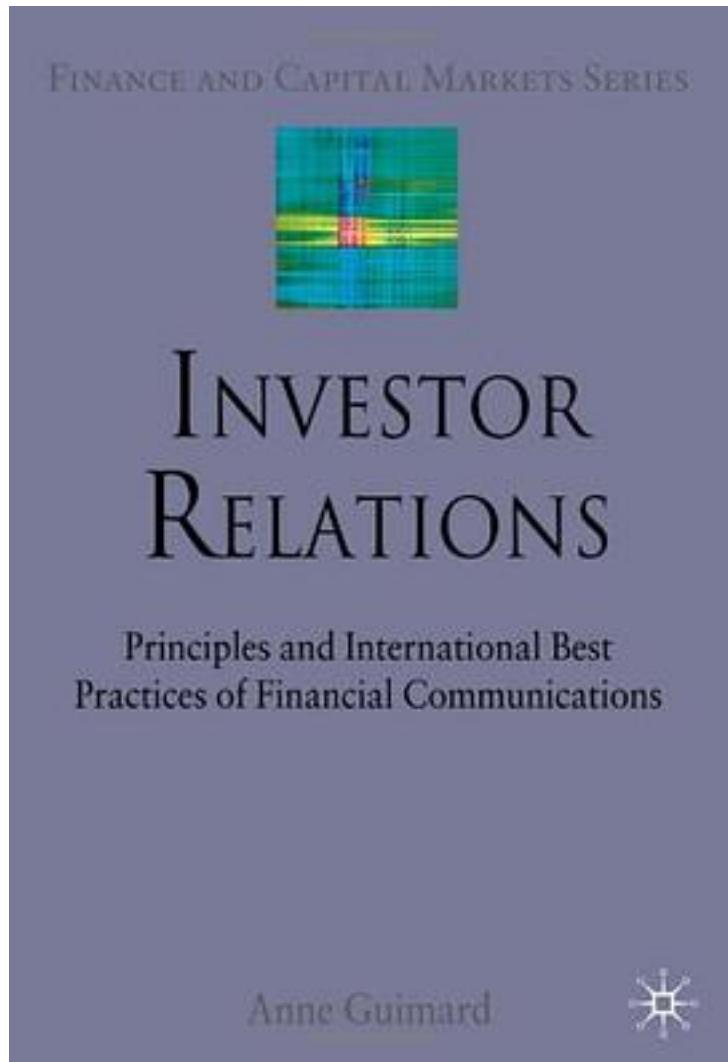


Investor Relations



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出版者:

出版时间:2008-12

装帧:

isbn:9780230221086

This book provides a wealth of strategic and tactical advice on how to understand and implement best practice Investor Relations from any perspective in the world. It is a practical and comprehensive guide which introduces the reader to a broad range of topics included in the theory and practice of Investor Relations, such as marketing communication, and finance and securities law compliance. Presenting Investor Relations as a tool to be leveraged and a process to be mastered, this comprehensive guide offers many easy-to-use and reliable educational features. It contains proven, effective techniques, expert advice and helpful tips which will be valuable to anyone involved in competing for capital. Investor Relations combines the art and science of marketing, financial analysis, financial communications and investor relations in single, indispensable source.

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评论

初级入门者必备。这本书好处就是把复杂的事情写的比较浅显易懂，在一个比较浅的层面上，可以基本全面的了解这个领域。

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书评

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