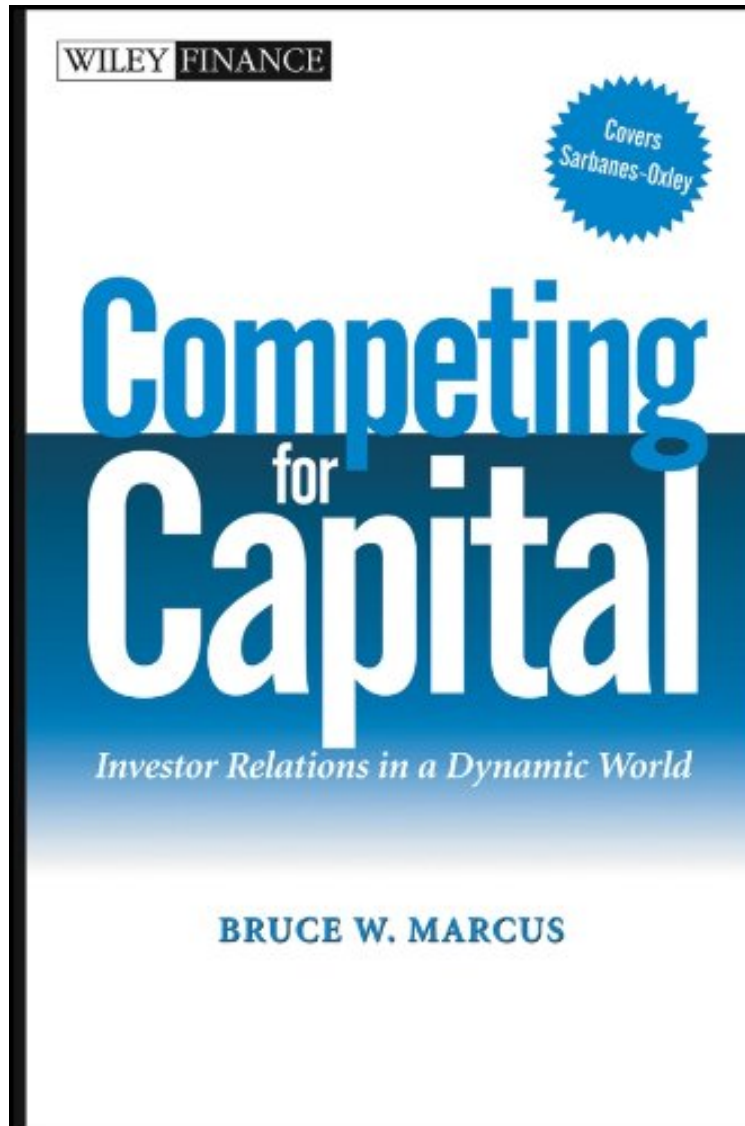


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Competing for Capital: Investor Relations in a Dynamic World (Wiley Finance)

Bruce W. Marcus

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Bruce W. Marcus : Competing for Capital: Investor Relations in a Dynamic World (Wiley Finance) before purchasing it in order to gage whether or not it would be worth my time, and all praised *Competing for Capital: Investor Relations in a Dynamic World* (Wiley Finance):

0 of 0 people found the following review helpful. All About Our Post-Sarbanes-Oxley WorldBy Bruce MacEwenAs a securities lawyer and businessman, I was delighted to find this lucid, "plain English" roadmap for effective investor relations (which means effective disclosure, which means effective marketing) in our post-Sarbanes-Oxley

world. Marcus rightly recognizes that Sarbanes-Oxley is easily the most significant change to US securities law since the original acts were passed in 1933 and 1934, and that dealing with the brave new "SOX" world has been a monumental challenge to CEO's, financial professionals and, yes, lawyers. I thus find it odd, if not positively inexplicable, to criticize the book on the ground that its emphasis on SOX is "relentless"--to my mind, that is its great virtue! Marcus writes as an experienced, level-headed practitioner whose sound judgment and clear-eyed perspective on the dynamics of our evolving rules of disclosure put welcome context around what investor relations professionals need to--and should--do. Our capital markets are the stronger for resting on the bedrock principle of full disclosure, and Marcus' roadmap to compliance belongs on the desk of everyone participating in that invaluable process. 2 of 3 people found the following review helpful. This is a GREAT book . . . By Patrick J. McKenna. . . and I was particularly impressed with Chapter 4, "A funny thing happened on the way to unbridled wealth," Chapter 6 covering what analysts really want and much of the insight on investor trust, corporate responsibility and compliance found throughout the text. Now, okay, I admit it . . . I'm biased. I happen to like Marcus's writing and I think that he has clearly outdone himself with *Competing For Capital*. If you're an IR officer, an analyst, a banker, or a corporate executive like me, I believe you will find a wealth of information in this book. Alternatively, you might see Redhawk's review of this book and then note that all of his other reviews have been about sports books. Now what does that tell you? 2 of 4 people found the following review helpful. Not as Good as Expected By K. Davis This book has lots of good information, especially for people like me who are new to investor relations; however, the relentless repeated emphasis on the effects of the Sarbanes-Oxley act and the surprisingly poor editing of the book make it only mediocre. There are many misspellings and I found one paragraph to be duplicated word-for-word on the immediate subsequent page. Take this book back to the editors and then send it back out to the public...

Praise for *Competing for Capital* "An indispensable guide for investor relations and communication counselors alike. With more individual investors in the market than ever before, this book makes navigating the new regulatory playing field much more possible--and makes clear the path to victory." --Michael W. Robinson Director, Levick Strategic Communications; Former Director of Public Affairs and Policy, U.S. Securities and Exchange Commission (SEC); Director of Media Relations, NASD "More than simply writing a textbook on IR, Bruce Marcus shares his wealth of experience and critical viewpoint with those seeking to understand a fast-changing profession." --June Filingeri President of Comm-Partners LLC, Investor Relations Consultant, and Educator "Bruce Marcus puts some solid ground under the shifting landscape of being an investor relations professional. A must-read primer for public companies." --Robert C. Roeper Managing Director, VIMAC Ventures, LLC "As the song lyrics go, 'everything old is new again,' but this time with a vengeance. Disclosure has always been the touchstone of securities laws, but now more disclosure is required on a real-time basis with heightened accountability. *Competing for Capital* is a must-read for those in the securities industry, providing insights into securities markets, the information age and technology, and their impact on the job of investor relations professionals. Investors come in all shapes and sizes from around the globe, and investor relations personnel have their work cut out for them to provide clear, comprehensible, and comprehensive information, accessible to the novice and sophisticate alike. *Competing for Capital* shows them the way." --Donna L. Brooks, Esq. Partner, Shipman Goodwin, LLP "Competing for Capital puts our recent turbulent financial marketplace in context, provides solid information for both new and experienced investor relations practitioners, and offers insights into the future of IR--all in Bruce Marcus's easy-reading style." --Dixie Watterson IR consultant, Communicate Partners "Competing for Capital aptly illustrates how investor relations has become a major corporate responsibility in generating trust, and how the profession must realize now more than ever that the needs of investors have changed because of technology, regulation, and globalization." --Mark Kollar Managing Director, Cubitt Jacobs Prosek

From the Inside Flap New laws and regulations, engendered by the scandals of the early part of the twenty-first century, are dramatically changing corporate governance, as well as the relationships between the corporate boards affected and their investors. Evolving and sophisticated technologies have opened innovative avenues of communications between investors and those who advise them. Financial institutions serving corporations and investors must now function with updated configurations and newly revised regulatory strictures that have helped to reorganize rules of the capital markets for the better. The demands that corporations and the financial community are faced with today call for a fresh look using the improved skills and transformed traditional investor relations techniques needed to better compete in today's volatile and competitive capital markets. In *Competing for Capital*, using a marketing-driven approach to investor relations in the twenty-first century, author Bruce Marcus addresses this new environment by providing readers with the information and insights they need to: Competitively project, to both investors and their advisors, the significant advantages of investing in a company in today's economic environment Realistically function in the realm of this century's laws and changing regulatory controls Effectively use updated techniques and trends in continuing to communicate effectively with investors and the financial community Understand the complicated new dynamics of today's competitive capital markets Since *Competing for Capital* was first published in 1975, there is virtually no area of investor relations that hasn't changed, and the competition for

investment capital has become keener. Currently, competition for an investor's dollar has become so acute, and the regulations so different, that it requires an entirely fresh view of long-standing investor relations practice. This book addresses the updates in recently passed laws and regulations, including Sarbanes-Oxley, and delineates the significant changes that have occurred over the past years within both corporations and the financial community in respect to investors and contemporary investor relations practices. From new configurations of financial institutions and companies to the changing attitudes of, and toward, investors, *Competing for Capital* offers readers a contemporary view of the dynamic and vital world of investor relations, essential to better informing investors and to help corporations to better compete in the capital markets.

From the Back Cover
Praise for *Competing for Capital* "An indispensable guide for investor relations and communication counselors alike. With more individual investors in the market than ever before, this book makes navigating the new regulatory playing field much more possible; and makes clear the path to victory." —Michael W. Robinson, Director, Levick Strategic Communications; Former Director of Public Affairs and Policy, U.S. Securities and Exchange Commission (SEC); Director of Media Relations, NASD "More than simply writing a textbook on IR, Bruce Marcus shares his wealth of experience and critical viewpoint with those seeking to understand a fast-changing profession." —June Filingeri, President of Comm-Partners LLC, Investor Relations Consultant, and Educator "Bruce Marcus puts some solid ground under the shifting landscape of being an investor relations professional. A must-read primer for public companies." —Robert C. Roeper, Managing Director, VIMAC Ventures, LLC "As the song lyrics go, 'everything old is new again,' but this time with a vengeance. Disclosure has always been the touchstone of securities laws, but now more disclosure is required on a real-time basis with heightened accountability. *Competing for Capital* is a must-read for those in the securities industry, providing insights into securities markets, the information age and technology, and their impact on the job of investor relations professionals. Investors come in all shapes and sizes from around the globe, and investor relations personnel have their work cut out for them to provide clear, comprehensible, and comprehensive information, accessible to the novice and sophisticate alike. *Competing for Capital* shows them the way." —Donna L. Brooks, Esq., Partner, Shipman Goodwin, LLP "Competing for Capital puts our recent turbulent financial marketplace in context, provides solid information for both new and experienced investor relations practitioners, and offers insights into the future of IR—all in Bruce Marcus's easy-reading style." —Dixie Watterson, IR consultant, Communicate Partners "Competing for Capital aptly illustrates how investor relations has become a major corporate responsibility in generating trust, and how the profession must realize now more than ever that the needs of investors have changed because of technology, regulation, and globalization." —Mark Kollar, Managing Director, Cubitt Jacobs Prosek

About the Author
BRUCE W. MARCUS, a pioneer in investor relations and a consultant serving some of the nation's largest corporations, is a longtime Wiley author whose first of several bestselling books on investor relations, *Competing for Capital*, was published by Wiley in 1977. He is a widely published author of hundreds of articles and more than a dozen books on investor relations, ERISA, and marketing; a Connecticut-based consultant to some of the nation's largest corporations and to many professional service firms; and the editor of the internationally read newsletter, the Marcus Letter (www.marcusletter.com). As a marketing expert, he has been at the forefront of instituting fundamental changes in the art of marketing professional services, and is responsible for creating innovative marketing programs for both large international and small accounting, law, and consulting firms. He is the coauthor, most recently, of *Client at the Core* (Wiley). His e-mail address is marcus@marcusletter.com.