



Best Practices in Global Investor Relations: The Creation of Shareholder Value (Hardback)

By Richard B. Higgins

ABC-CLIO, United States, 2000. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.With the fast pace of communications and change in today's global marketplace, investing in equities has become increasingly complex. Communicating a clear, concise, meaningful message to investors is critical. Dr. Higgins and his contributing authors provide a broad set of perspectives, lessons learned, and best practices in global investor relations. They examine the fundamentals of investor relations from a theoretical and practical perspective. They explore individual company strategies and challenges for investor relations in unique and meaningful situations—all from their own vantages and experiences at six topflight corporations with world-class investor relations organizations: ATT, Schering-Plough, BASF, Reuters, Sony, and Toyota. Readers will get detailed pragmatic insights into the way IR is done in these important, highly visible corporations, plus the results of a unique five-year study of global strategy communications, complete with ideas and concepts they can use immediately in developing and influencing investor relations in their own organizations. But Higgins book is more than a collection of company studies. Impinging upon the strategic and financial communications of virtually every global corporation are institutional, market, and technological forces that are shaping the...



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