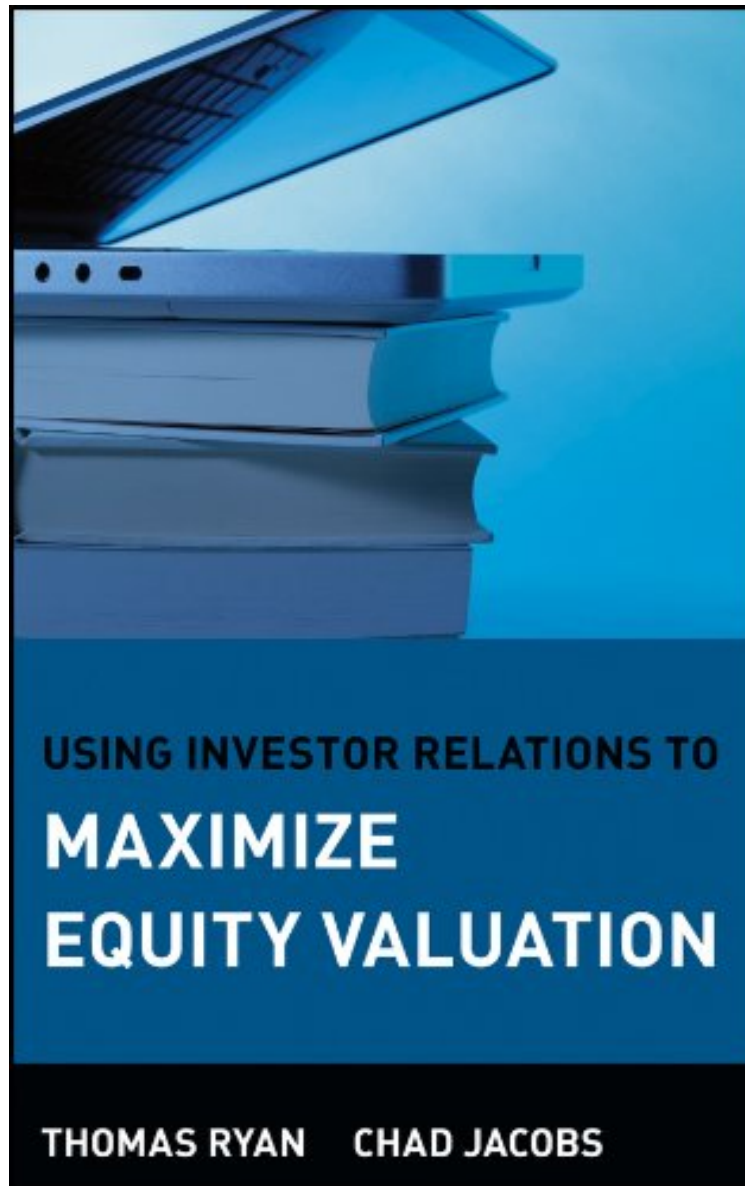


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## Using Investor Relations to Maximize Equity Valuation (Wiley Finance)

*Thomas Ryan, Chad Jacobs*

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**Thomas Ryan, Chad Jacobs : Using Investor Relations to Maximize Equity Valuation (Wiley Finance)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Using Investor Relations to Maximize Equity Valuation (Wiley Finance):

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Relations, but have a finance background. A friend recommended me to read this book, and I found it on . Great book on strategic investor relations - explain how you can add value to the traditional IR function. Highly recommend! 1 of 1 people found the following review helpful. Very Good Overview importance of Investor Relations in Capital Markets By Harry Angell I found this book an extremely informative primer on the value of Investor Relations to the Public Company, especially in the context of the new regulatory climate that emerged following the collapse of the Internet bubble. Some might be put off by the book's heavy bias towards the external Investor Relations Agency perspective, and the fact that it was clearly written in part to promote the authors' own firm, ICR. However, the authors are fairly forthright about this agenda, and overall I found it the most valuable reference for understanding and practicing Investor Relations that has been published in at least the last 10 years. I still look at it once a week and strongly recommend it to anyone starting out in the profession, either at a public company or outside agency. 8 of 8 people found the following review helpful. Consultants explain investor relations By Rolf Dobelli Authors and consultants Thomas M. Ryan and Chad A. Jacobs, cofounders of an investor relations consultancy, provide a basic introduction to the ways of Wall Street that will be useful to new staffers in investor relations (IR) departments, or to companies that are deciding how to handle IR. The most valuable part of the book comes in chapter 20, where the authors offer companies a good guide to handling earnings releases and stock analysts' conference calls. The least valuable part is the oft-repeated advice to companies that they should hire investor relations consultants - like the authors. We suggest this book to companies that are defining their investor relations function.

A practical guide to proactive investor relations (IR) Investor relations (IR) has traditionally been an administrative function within corporate communications, responsible for disseminating public information and answering investor and media questions. Using *Investor Relations to Maximize Equity Valuation* challenges this approach, by arguing that IR has been underutilized and then illustrating how it should be elevated to lead a strategic communications effort to preserve or enhance corporate value and lower a company's cost of capital. Divided into four comprehensive parts, this book clearly describes capital markets strategies and tactical operations that these former, senior-level equity analysts and portfolio managers employ. Chad A. Jacobs (Westport, CT) and Thomas M. Ryan (Westport, CT) are the cofounders and co-CEOs of Integrated Corporate Relations.

From the Inside Flap "Our view of the world is that IR strategy, focused on long-term equity value, should be a force in all corporate communications decisions." — From the Preface Almost every day, Corporate America's best management teams put investor relations (IR) in the hands of professionals who don't have the appropriate experience. In some cases, choosing the wrong investor relations support system has destroyed management's credibility; in other cases, it has squandered hundreds of millions of dollars in shareholder value. After almost a decade of watching corporate communication blunders cost shareholders and companies billions of dollars in market capitalization, former Wall Street equity analysts Thomas Ryan and Chad Jacobs knew it was time to create a more professional, strategic, and capable approach to IR. As experts on the complicated relationship between corporations and the investment community and as founders of Integrated Corporate Relations, Ryan and Jacobs have helped numerous CEOs and CFOs define the tangibles and intangibles of valuation; package a company's story for Wall Street; and navigate the nuances of capital markets dialogue to maximize equity value. Now, in *Using Investor Relations to Maximize Equity Valuation*, Ryan and Jacobs reveal the capital market strategies and tactical operation tools they employ to help their clients. Divided into four comprehensive parts, this book illustrates how IR can be used to lead a strategic communications effort to preserve or enhance corporate value as well as lower a company's cost of capital. Filled with in-depth insight and practical advice, *Using Investor Relations to Maximize Equity Valuation*: Part I: Provides a quick overview of the capital markets—the arena, its players, and how IR works with all of these constituents Part II: Covers the current environment, including what happened during the boom and bust, the rules that surfaced, and the current regulatory environment Part III: Looks at the basics of IR, including administrative and strategic tasks, internal and external communications, and the changes occurring Part IV: Presents IR in multiple dimensions and reveals the practices that marry IR, corporate communications, corporate strategy, and ultimately equity value Whether you're a corporate executive, an investor relations officer, analyst, banker, or investor, *Using Investor Relations to Maximize Equity Valuation* will show you why IR should be at the forefront of any financial communications strategy and how implementing an effective plan can translate into millions in additional market capitalization. From the Back Cover *Using Investor Relations to Maximize Equity Valuation* "Ryan and Jacobs provide a much-needed and valuable road map that should help CEOs and CFOs navigate the capital markets landscape. Not only do they address the traditional Investor Relations responsibilities, but also the often misunderstood relationships between the sell-side analyst, investment bankers, capital markets, and buy-side investors that company management often don't see." — William Schmitt, Senior Equity Analyst, CIBC "By employing former analysts as investor relations specialists, Integrated Corporate Relations (ICR) has raised the bar in the investor relations field." — Patrick McCormack, CFA, Portfolio Manager, Tiger Consumer Partners, LP "The team at ICR has created an important, strategic, value-added service for management teams as well as Wall Street investors and analysts. Their capital markets experience,

vast sector knowledge, and wealth of relationships allow them to play a dynamic role that is unparalleled in the investor relations and corporate communications industry." —Joe Teklits, Director, Sr. Research Analyst—Apparel and Retail, Wachovia Capital Markets, LLC "We've found that ICR truly delivers superior, strategic investor relations counsel due to their high-level capital markets backgrounds. They assess every situation with an eye on long-term equity value, and for that reason, their viewpoint syncs perfectly with our Board of Directors and management. Unlike many firms that claim superior knowledge in the field, ICR actually wrote the book." —Rick Rosenfield, co-CEO of California Pizza Kitchen

**About the Author**  
**THOMAS M. RYAN** is the cofounder and co-CEO of Integrated Corporate Relations. Tom was a managing director in the equity research department of BT Alex. Brown. He has participated as lead or co-manager on at least \$5 billion worth of investment banking transactions, including bank financing, high-yield debt, equity, and MA transactions. Tom has often been quoted in the New York Times, the Wall Street Journal, Investor's Business Daily, International Herald Tribune, and the Wall Street Transcript. He has been a featured expert on CNN, CNBC, Money Talk (PBS), WNYC TV, and Bloomberg Television.

**CHAD A. JACOBS** is the cofounder and co-CEO of Integrated Corporate Relations. Before cofounding ICR, Chad was a vice president and managing director in the equity research departments of BT Alex. Brown and, before that, Ladenburg Thalmann. Chad has been the focus of stories in USA Today, POV, the Wall Street Journal, Investor's Business Daily, Women's Wear Daily, Daily News Record, Footwear News, Transworld Snowboarding, and Action Sports Retailer. He also served as a roundtable member on CNN and as a featured guest on ESPN2.