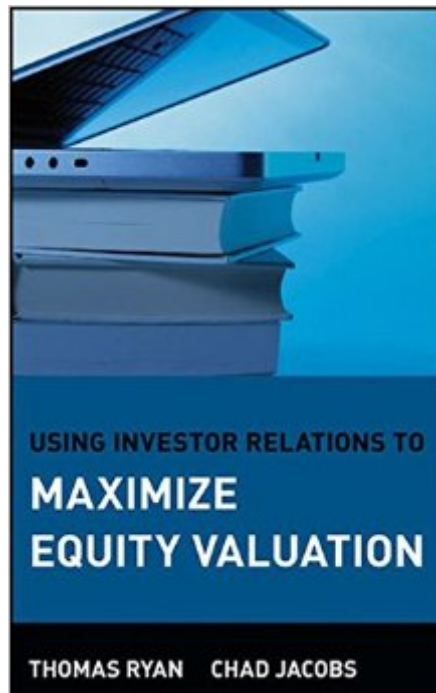


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# Using Investor Relations To Maximize Equity Valuation



## Synopsis

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.

## Book Information

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## Customer Reviews

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.

I am new to Investor 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!

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 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.

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