

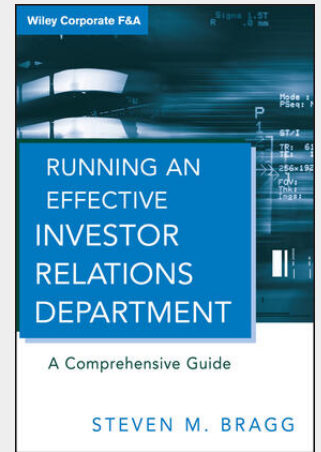
Bragg

Running an Effective Investor Relations Department

A Comprehensive Guide

The ultimate guide to investor relations Your one-stop resource for everything pertaining to your company's dealings with the investment community, Running an Effective Investor Relations Department provides investor relations professionals with essential day-to-day information. From creating and properly communicating a company's investment story, to dealing with both the sell side and buy side of the investment community, to providing guidance, and the form and frequency of that guidance, this authoritative resource covers it all. * Addresses every possible area of the investor relations profession * Includes chapters covering disclosure, forward-looking statements, guidance, event management, and twenty other topics * Other titles by Bragg: The Vest Pocket Controller, Accounting Best Practices, Sixth Edition, and Just-in-Time Accounting, Third Edition Practical and thorough, this book offers the world-class guidance you need to effectively manage your investor relations department.

Praise for Running an Effective Investor Relations Department: A Comprehensive Guide "Mr. Bragg has provided a comprehensive guide on how to be effective in today's ever increasingly difficult job of investor relations. I highly recommend this for any company dealing with outside investors."--Wray Rives, CPA, President, NeedaCFO.com "At long last, a comprehensive introduction to the important topic of investor relations. CFOs, treasurers, and those who aspire to those positions would be well served to read this comprehensive guide."--Richard Booth, Vice President of Finance, Nuance Communication, Inc. "This book is a must-read for anyone involved with investor relations, from the executive team to front-line employees. In this age of M&A and venture capital funding, investor relations will become increasingly important to the overall success of organizations of every size. Running an Effective Investor Relations Department is a vital tool."--Chris D'Angelo, Controller, Executive Health Resources "Running an Effective Investor Relations Department is an informative, concise, clearly written guide for either the employee new to the investor relations team or the experienced investor relations officer. The book gave me an in-depth overview on the 'how to' part of dealing with investors. This subject is much overlooked on the bookshelves. This book will definitely get shelf space in my office and will come in handy as I deal with the buy side."--Douglas Shaeffer, Controller, Aberdeen Townhomes "Running an Effective Investor Relations Department provides true guidelines for strategically communicating a company's goals to the investment community. It makes you think and work on how to methodically manage IR metrics for both good times and crisis situations. This is a must-read for the IR profession."--Shan Staka, Accounting Manager, PGP International



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