



Running an Effective Investor Relations Department: A Comprehensive Guide (Wiley Corporate F&A)

Steven M. Bragg

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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.

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