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Taking Your Company Public, A Corporate Strategies Manual

James Scott

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Taking Your Company Public, A Corporate Strategies Manual

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Taking Your Company Public, A Corporate Strategies Manual James Scott
This book deals with the process of taking a company public--from the IPO process of forming the initial public offering to beginning operations. Entrepreneurs who are pressed for time often find understanding the initial public offering process difficult because of its many steps. Most books about how to go public fail to offer first-hand, practical advice on taking a company public, whereas this book provides definitive guidance.

Taking a company public is every entrepreneur's dream, and it also offers major financial rewards and prestige. It is also a complex process that often intimidates entrepreneurs, and requires specialists in many disciplines such as accountants, attorneys, consultants, and public relations executives. These professionals may possess a thorough knowledge of their area of expertise, but they rarely have a total grasp of the entire process of taking a company public. This book fulfills the need of the Chief Executive Officer and the IPO team to obtain a more complete understanding of this complex subject.

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