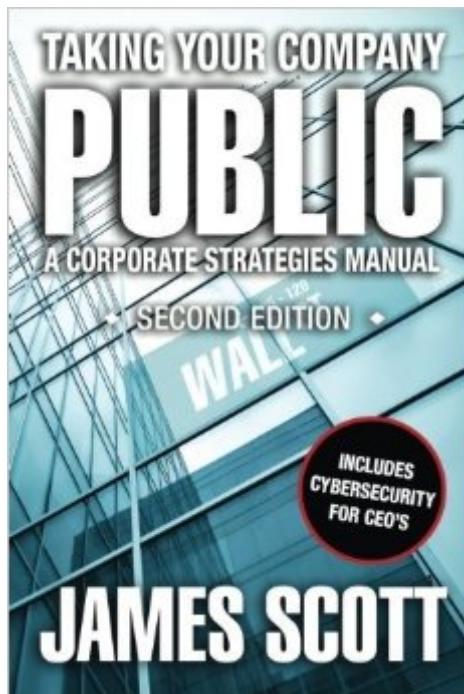


The book was found

Taking Your Company Public, A Corporate Strategies Manual



Synopsis

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.

Book Information

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Customer Reviews

I'm not sure if the author intended to have this affect or not but this book doesn't read like traditional "how to" manuals. Rather, it's as if he took a recorder with him one week and recorded his consulting sessions then transcribed those sessions and made a book. This isn't a bad thing, to the contrary, it's exactly what I needed. This is one of the best books I've read all year.

One thing that stood out to me about this book is I felt as though I was sitting across the table from the author and they were giving me an Initial Public Offering (IPO) consultation for my company. I

felt as though I was being walked through the process step by step. For such a complicated process, the author certainly made things a lot easier to understand.

As a new CEO I'm finding that I need to be the one with all the answers and having the answers for my staff and board makes me that much more valuable. This manual is absolutely perfect! This book offers the handholding and spoon feeding of technical information I was looking for on the actual path to taking my company public. It doesn't just explain the ins and outs of the Pink Sheets, OTC.BB, IPOs and reverse mergers but all the other information that you need to know if you truly intend on running a publicly traded company down to the PCAOB audit, 15c211 and even post public investor relations strategies using social media.

You'll get the most out of this book if you have the audio book and follow along in the paperback or kindle version so that you can do highlights.

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