

Taking Your Company Public: A Corporate Strategies Manual



This audiobook deals with the process of taking a company public, from forming the initial public offering to beginning operations. Entrepreneurs who are pressed for time often find this process difficult due to its many steps. Most books on this subject fail to offer first-hand, practical advice on taking a company public, whereas this audiobook is intended to provide definitive guidance. Taking a company public is every entrepreneurs 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 audiobook 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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