EFFECTIVE CORPORATE COMMUNICATION and Voluntary Investor Relations

NICK DEMOS

Book objective

"Using communication tools effectively to"

- Help shareholders **maximize wealth**
- Help companies **increase capitalization**
- Help executives **deliver information**

Book theme

Corporate communication and investor relations are the strategic corporate functions that

1. Create **VISIBILITY**
2. Raise **INVESTORS' INTEREST**
3. Attract **CAPITAL**
4. Motivate **INVESTEMENT**
5. Increase **STOCK LIQUIDITY**
6. Increase **STOCK PRICE**

Book proposes

a strategic communication roadmap

for companies & organisations

which struggle to get attention from

- ► global institutional investors
- ► private wealthy investors
- ► retail investors

Book proposes

corporate communication tools

that

can help

IROs & managers

to

plan ► present ► promote ► evaluate ► increase investment

Book

evaluates

communication practices, expectations, IR plans

recommends

a corporate communication framework

and disclosure methodologies

contributes

towards a better understanding of the IR process and the IR effectiveness in

emerging,

developing and

mature markets

Book

provides

an enhanced interface and understanding between

academic research and business practice

in the areas of

corporate communication and

investor relations

Book's

findings and recommendations

could be utilised

by the small, medium and large capitalization listed companies and

other market players

across the globe.

Book Contents

- **Putting IR on the map**
- **The Function of Investor Relations**
- **The Greek IR Model & Experience**
- **Regulated Corporate Disclosure and IR**
- **Corporate Disclosure via Intermediaries and IR**
- **Voluntary Corporate Disclosure: IR Prerequisites**
- **Voluntary Corporate Disclosure: Intermediary IR goals**
- **Voluntary Corporate Disclosure: Ultimate IR goals**
- **Voluntary Corporate Disclosure: IR communication tools**
- **Voluntary Corporate Disclosure: Post placement IR activity**
- **IR Effectiveness**

The book is useful for

- IROs
- CEOS
- CFOs
- Investors
- Fund Managers
- Sell – Side Analysts
- Buy – Side Analysts
- Brokers
- Media
- Bankers
- State Officials

- Top Management
- Analysts
- Institutional Investors
- Financial Journalists
- Government Officials

Comments on the Book

" This monograph is the most comprehensive and systematic analytical treatment of this very sensitive and important subject for a long time. Thus, it has the potential to become a standard reference publication in this field"

Dr. Emilios Avgouleas

University of Manchester

Comments on the Book

"I find it valuable for our stock exchange and for the local market participants also. Why I am saying this is because of the similarities in the type of listed companies on the Bucharest Stock Exchange and Athens Stock Exchange, or, like you say it in the book, of "small capitalization listed firms that struggle to get investors attention". On the other hand, your book is very useful to us as we are permanently trying to improve the CG education level for our listed companies"

Stere Farmache

President & CEO
Bucharest Stock Exchange

Comments on the Book

“Extremely helpful communication guide”

Dr. Claire Marston
Heriot-Watt University

Comments on the Book

"Your precious book, which will be with great benefit in the global communication field"

Jalil Tarif
CEO
Amman Stock Exchange

Book Deliver to

Delivered	■ **10 Presidents / CEOs of Stock Exchanges** ■ **10 Fund Managers** ■ **10 University Deans / Professors** ■ **10 Media People** ■ **10 CEOs of Listed Companies** ■ **10 Analysts** ■ **10 Bankers**

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