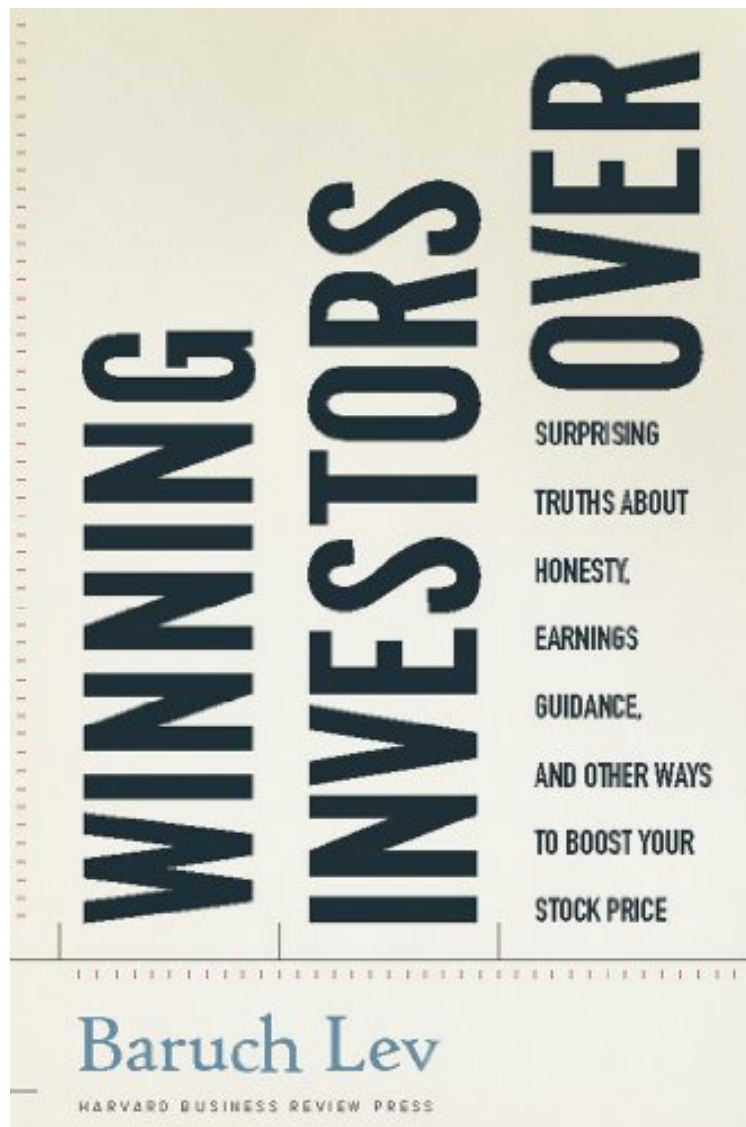


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Winning Investors Over: Surprising Truths About Honesty, Earnings Guidance, and Other Ways to Boost Your Stock Price

Baruch Lev

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made me a better business leader, a better manager, and even more emotionally intelligent. It is about how C level managers can present a consistent and valuable message to their investors about company performance and strategies. Baruch gives several examples of how specific courses of action have different outcomes given the profile of the market and company. I find this book exceedingly useful because it provides a clear, step by step, and repeatable framework for delivering bad (or not good) news. A large part of the book's evidence comes from Baruch's extensive research of conference calls and financial systems. Baruch synthesizes this information so the reader can consume what would be too much information on their own. I particularly appreciate Baruch's well placed humor, making the book much more intimate. Information and the affects information has on business, financial markets, and investors is an elusive subject. Its very difficult to find the right variables that are needed for analysis and then even more difficult to generate clear conclusions. But Baruch does this, and does it very well. 0 of 0 people found the following review helpful. Baruch Lev has an unusual gift, he can take the language of accounting/finance and turn it into English. By BONACCHI MASSIMILIANO With this book Prof Lev translates the theory of accounting, finance, management and economics in a "survival kit" for CEO and CFO on how to communicate with capital markets. Most of the hot topics are discussed in the book, such as: financial reporting practices, corporate governance, executive compensation, audit committee, corporate social responsibility,... For every topic, at the end of the corresponding chapter, a to do list is provided with operating instruction on how to satisfy investor. While this book is primarily aimed at corporate managers, investors, financial analysts and business students, the continuous reference to solid empirical research (1/4 of the book is dedicated to endnotes) will also be of great help to first year phd students who are looking for a big picture into what drives corporate value in today's capital markets. Definitely a must read for corporate executives. 1 of 1 people found the following review helpful. The must-read book of the season for executives and financial people. By Jessica Margolin You should "look inside," but in a nutshell, Prof. Lev deals with: - How do you deal with guidance and earnings calls in a way that is best for your company? (Doesn't EVERY executive need to know that?) - How much should you report? Should you go beyond the requirements? - when and why? - What should you do with activist shareholders? When are they helpful? How do you avoid being derailed from your goals? - What is the most effective way to manage CSR? And... it's both thoroughly researched and referenced, and smoothly written! Grab this book! Read it! Send Lev and his group flowers and exotic tea! What a huge contribution he has made here, truly.

Pleasing Wall Street used to be easy for executives. Not anymore. The stock market is an uncertain place, and every day executives have to figure out what investors really want. There are right ways and wrong ways to do this. Get it wrong, and you risk alienating investors as well as employees, consumers, and suppliers—which can erode your earnings and stock price. In *Winning Investors Over*, Baruch Lev draws on his own and other finance scholars' research to present authoritative, often surprising instructions for dealing intelligently with Wall Street—and boosting your company's earnings and stock price. Through rigorous data analysis and real-life cases, Lev shows how to:

- Understand and address investors' concerns to secure ongoing funding and support from the capital markets
- Deliver disappointing news effectively to investors
- Build, rebuild, and maintain credibility on Wall Street
- Buy time for your company's recovery from activist shareholders and hedge fund raiders
- Structure your compensation to win shareholders' support

Winning Investors Over demonstrates that despite the uncertainty that characterizes Wall Street today, you can still craft a mutually beneficial, long-term partnership with investors.

“a perceptive, thorough, well-timed book about how to ensure you and your company have a productive, long-term relationship with the capital markets and investors.” — *Listed magazine (Canada)* “The book is a model of clear organization and is written in a breezy style. In 14 succinct chapters, with summaries and takeaways, it makes a persuasive case for transparent dealings between corporations and their shareholders, arguing that deviations from the straight and narrow will be punished sooner rather than later.” — *Strategy + Business* “Lev has written an enjoyable and informative handbook for those who wish to learn how best to win investors over and what kind of information genuinely influences the price of a stock.” — *Financial Analyst Journal* “Unlike many other academics, Lev writes entertaining and free-flowing prose that makes *Winning Investors Over* an enjoyable read.” — *Enterprising Investor/CFA Institute* “excellent new book...” — *The Economist* “The book offers valuable counsel on how to manage investors' expectations and reactions through policies of forthrightness. And, from an investor's standpoint, it provides a valuable window on how such policies should be pursued.” “...his latest book, is a serious survey of recent academic literature on corporate and capital-markets behavior, supported by his own fresh research, all synthesized into a set of digestible principles for corporate managers seeking to cultivate healthy and mutually beneficial relations with investors and analysts.” — *Barron's* “5/5...Every board member should read this book.” — *Professional Manager magazine* “Lev's wisdom is pithy and profound.” — *Business Outlook India* “this is a very good book indeed with real practical application.” — *Investor Relations Society*