

Contents

PREFACE	
A Brave New World of Investor Relations	ix
INTRODUCTION	
A New Approach and Why It's Important	xiii
PART ONE	
<hr/>	
Capital Markets and Their Players: A Brief Primer	1
CHAPTER 1	
The Capital Markets and IR	3
CHAPTER 2	
The Sell-Side Disclosed: Who They Are and What They Do	13
CHAPTER 3	
The Buy-Side: Institutional and Retail Investors	21
CHAPTER 4	
Employees, Suppliers, Customers	25
CHAPTER 5	
The Media	29
PART TWO	
<hr/>	
Post-Bubble Communications: Events in the Markets and the New World of IR	33

CHAPTER 6	
Greed Is Good, '90s Style	35
CHAPTER 7	
Of Rules and Regulations	39
CHAPTER 8	
Post-Bubble Reality	45
CHAPTER 9	
Of Reason, Renewal, and Honesty	51
 PART THREE	
Investor Relations—The Fundamentals: Traditional IR and the Need for Change	59
CHAPTER 10	
Traditional IR: What It Is, and Why It's Not Enough	61
CHAPTER 11	
Staffing and Sourcing the New IR	73
CHAPTER 12	
Grasping the IR Evolution	79
 PART FOUR	
Investor Relations—Maximizing Equity Value	
CHAPTER 13	
Positioning IR to Succeed	87
 PART FIVE	
Definition	99
CHAPTER 14	
The IR Audit	101

CHAPTER 15	
Excavating Value Post-Audit	113
PART SIX	
Delivery	121
CHAPTER 16	
To Guide or Not to Guide: That Is the Question	123
CHAPTER 17	
Targeting the Audience	137
CHAPTER 18	
Integrating with PR	147
CHAPTER 19	
Infrastructure/Disclosure Check	157
CHAPTER 20	
Delivering the Goods	161
PART SEVEN	
Dialogue	191
CHAPTER 21	
From Delivery to Dialogue	193
CHAPTER 22	
Maintaining and Building Relationships	197
CHAPTER 23	
Meeting The Street	205
CHAPTER 24	
Event Management	213
CHAPTER 25	
The Banker Mentality	233

CONCLUSION	
A Call for Change	245
APPENDIX A	
Two Press Releases	249
APPENDIX B	
The Conference Call Script	255
APPENDIX C	
Velocity Inc. 2004 Investor Relations Plan	261
INDEX	267