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## BEST PRACTICES IN GLOBAL INVESTOR RELATIONS: THE CREATION OF SHAREHOLDER VALUE (HARDBACK)

BEST PRACTICES  
IN GLOBAL  
INVESTOR RELATIONS  
*The Creation of Shareholder Value*  
Richard B. Higgins

ABC-CLIO, United States, 2000. Hardback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.With the fast pace of communications and change in today's global marketplace, investing in equities has become increasingly complex. Communicating a clear, concise, meaningful message to investors is critical. Dr. Higgins and his contributing authors provide a broad set of perspectives, lessons learned, and best practices in global investor relations. They examine the fundamentals of investor relations from a theoretical and practical..

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- Authored by Richard B. Higgins
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