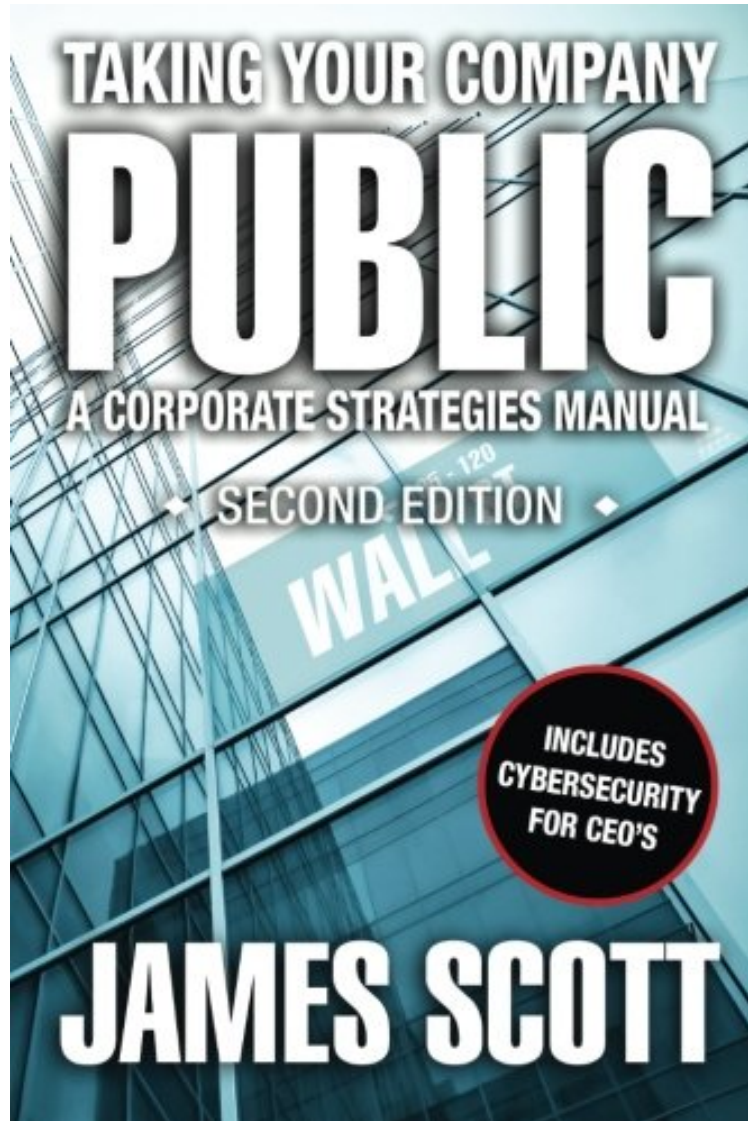


(Free) Taking Your Company Public, A Corporate Strategies Manual

Taking Your Company Public, A Corporate Strategies Manual

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James Scott : Taking Your Company Public, A Corporate Strategies Manual before purchasing it in order to gage whether or not it would be worth my time, and all praised Taking Your Company Public, A Corporate Strategies Manual:

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This book deals with the process of taking a company public--from the IPO process of forming the initial public offering to beginning operations. Entrepreneurs who are pressed for time often find understanding the initial public offering process difficult because of its many steps. Most books about how to go public fail to offer first-hand, practical advice on taking a company public, whereas this book provides definitive guidance.Taking a company public is every entrepreneur's 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 book fulfills the need of the Chief Executive Officer and the IPO team to obtain a more complete understanding of this complex subject.

"James Scott is without a doubt the most knowledgeable consultant that we've ever come across. His knowledge on the ins and outs of real IPO facilitation is unmatched and his strategies for growth through merger and acquisition are so powerful we would never even consider using a different consultant. These books are right on the money with how true IPOs and MA work."~Franklin Esparcia"Mr. Scott's ability to create clarity out of chaos is something that must be seen to believe. The way he comes into a corporation that is unorganized and struggling to make sense of an ever-changing market place and can instantly deliver results is exactly what we needed."~Stoyan Atskov"James Scott is an extremely knowledgeable consultant in the area of Private Placement Memorandum strategies and his knowledge of strategy is unmatched."~Manol Todorov"James is one of the most creative free thinkers in the new millenium. His strategic corporate thinking is legendary in our industry."~Marc Campos, IR Consultant (Silicon Valley)"James is one of the most knowledgeable and resourceful consultants that I have worked with. He has a keen understanding of market conditions and alternative fundraising solutions, and is a major asset to middle market companies that are seeking to expand or grow through a public offering. We have seen his skills many times and consider ourselves lucky to consider he and his firm as a strategic alliance."~William CainFrom the AuthorHOW TO USE THIS BOOK:Think of this book as a situation handbook for companies that are going public or expanding. This manual offers step-by-step formulas for topics such as:going publicinvestor relationsglobalizing a concepttroubleshooting under-performing stockcorporate structuring,and much more.It provides strategy templates for the most common occurrences of going public. The reader will find a complete solution under one easy-to-find heading for each situation that arises.Industry gurus who charge top dollar for their consulting services have used these procedures, and they can work miracles for your business when applied properly. We have made every effort to make most current and compliant methods available, although local, state and federal statutes and regulations are ever-changing and evolving. Check with your legal counsel before implementing these or other concepts into your business model.From the Inside FlapCompanies may go public for many different reasons such as:expansionthe need for capitalexit strategyacquisition facilitation and globalization.What are the real advantages to going public?Let's go over the disadvantages first.Your life becomes an open book as an executive of a public company.Your spending habits and failures will be a matter of public information along with your annual and quarterly filings.You'll also be accountable to shareholders.You'll have a board whose main interest is the company and the shareholders.The board members will not be interested in you or your need for a new luxury car, financial bonus, or a quick loan from the company.These things were easy to obtain when your company was a sole proprietor entity. You need to maintain trading volume since your stock is worthless without it, and will make your company blind, deaf, mute, and quadriplegic. This view is a bit extreme, but you get the point.The advantages of taking your company public are numerous. This requires you to:maintain a solid trading volume,minimal dilution of stock,solid executive management,an active board of directors,powerful strategic alliances,and the ongoing advice of a strategies consultant.Your company can expand through acquisition, subsidiary mergers, and the purchase of entities and services with stock to retain cash flow. Banks and other institutional lenders can also make more funding solutions available. These steps will provide you with a built-in, turn-key exit strategy.