



Investor Relations - The communication to the target group. The emphasis of trust with the example of Sage plc

By Robert Nagel

GRIN Verlag Sep 2007, 2007. Taschenbuch. Book Condition:
Neu. 211x151x7 mm. This item is printed on demand - Print on
Demand Neuware - Bachelor Thesis from the year 2003 in the
subject Business economics - Marketing, Corporate
Communication, CRM, Market Research, Social Media, grade:
1.00, Northumbria University, 91 entries in the bibliography,
language: English, abstract: The area of the investor relations
as well as the capital markets have changed dramatically in
the recent years. It is now an independent department, which
has to balance the regulation aspect with the needs and wants
of the stakeholders. Therefore, this department is now much
closer to the field of marketing. There are several instruments
available for the investor relations to be able to communicate
with the target group as well as the main stakeholders and also
to achieve the aims of the IR. 64 pp. Englisch.



Reviews

Extensive information for book fans. It is writter in basic words and never hard to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Otis Wisoky

This publication is great. It is full of wisdom and knowledge You will not really feel monotony at at any time of the time (that's what catalogs are for relating to when you ask me).

-- Dr. Everett Dicki DDS