



Online Marketing to Investors: How to Develop Effective Investor Relations

Daniel R. Valentine

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“This book clearly explains why Investor Relations is now a highly regarded career choice and demonstrates its value to companies and the investment community.”—Helen Parris, Director of Investor Relations, G4S plc

“This book is an essential read for Investor Relations professionals, business managers, and anyone interested in corporate

relations.”—William Sun, Deputy Director of the Centre for Governance, Leadership and Global

Responsibility, Leeds Business School The expectations on UK listed companies continue to grow with the

expansion of the regulatory framework and an increase in public scrutiny. The investment community

continues to demand access to management, regular and meaningful communication, and an understanding

of a firm’s position relative to its competitors. It falls increasingly to the Investor Relations (IR) function to help companies and their management meet the rigorous demands of the equity markets and an evolving set

of tools, technologies, legal and governance frameworks. Digital channels present great but underutilised

potential to contribute to ever more effective IR. Online platforms offer fast, comprehensive, economical,

flexible and regulation-compliant methods of disclosing corporate information to investors, analysts and

other relevant parties in the investment evaluation and decision making process.

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