



Investor Relations: The Art and Philosophy of Effective Corporate Communications

Thomas J. Lauria

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The primary objective of this handbook is to create a comprehensive knowledge base on the broad and sometimes misunderstood topic of investor relations, the center of most corporate communications programs. The approach taken was to first develop a thorough understanding of Wall Street itself. Having been a Fortune 25 Investor Relations Director as well as a Sr. Equity Analyst and Equity Research Director, the perception of what is needed by the financial community is quite different than what many investor relations officers believe. Driving a "hyperactive" Investor Relations program is the ultimate aim of this text. The author believes that the insight provided herein will enable new IROs to best understand their new profession and enable existing practitioners to add additional elements to their marketing programs that will enhance shareholder understanding and value. The author's website can be viewed at www.tomlauria.com.

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