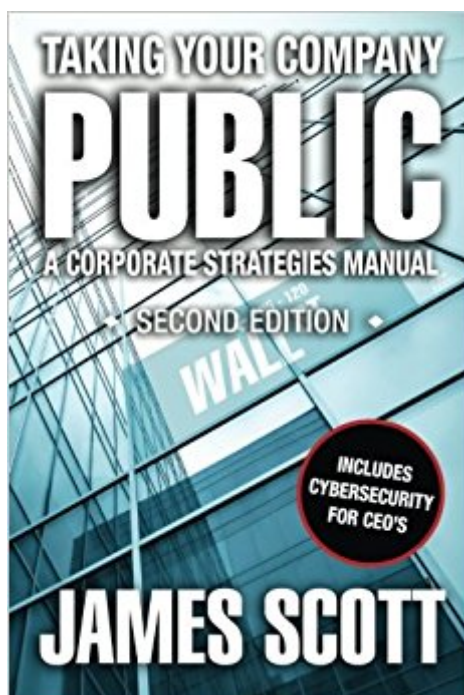


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# Taking Your Company Public, A Corporate Strategies Manual



## Synopsis

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.

## Book Information

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## Customer Reviews

"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 M&A 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 Cain

HOW 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.

IÃfÂçÃ â Ñ ã,,cm not sure if the author intended to have this affect or not but this book doesnÃfÂçÃ â Ñ ã,,ct read like traditional ÃfÂçÃ â Ñ Æœhow toÃfÂçÃ â Ñ ã,,ç manuals. Rather, its as if he took a recorder with him one week and recorded his consulting sessions then transcribed those sessions and made a book. This isnÃfÂçÃ â Ñ ã,,çt a bad thing, to the contrary, itÃfÂçÃ â Ñ ã,,çs exactly what I needed. This is one of the best books IÃfÂçÃ â Ñ ã,,çve read all year

What a disappointment. I don't know how this got such a good rating on . The author goes through very brief descriptions of subjects, with little explanation of the concepts therein. Half of the book is about cyber security, which has little to do with the process of an IPO. Thirdly, there are many grammatical and spelling errors throughout the book, which only leads to it's lack of credibility. I'm very sorry I bought this book. Don't make the same mistake!

As a new CEO I'm finding that I need to be the one with all the answers and having the answers for my staff and board makes me that much more valuable. This manual is absolutely perfect! This book offers the handholding and spoon feeding of technical information I was looking for on the actual path to taking my company public. It doesn't just explain the ins and outs of the Pink Sheets, OTC.BB, IPOs and reverse mergers but all the other information that you need to know if you truly intend on running a publicly traded company down to the PCAOB audit, 15c211 and even post public investor relations strategies using social media.

One thing that stood out to me about this book is I felt as though I was sitting across the table from the author and they were giving me an Initial Public Offering (IPO) consultation for my company. I felt as though I was being walked through the process step by step. For such a complicated process, the author certainly made things a lot easier to understand.

Horrendous. Looks like he wrote it in MS Word on a plane ride. Complete waste of money.

I was not expecting software engineering strategies.

Avoid.

Absolute trash.

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