

New Comprehensive Resource on IR by NIRI Member


Investor Relations: Principles and International Best Practices of Financial Communications (2008, Palgrave Macmillan), authored by Anne Guimard, provides both theory and practical advice on the corporate responsibilities of the IR function. Guimard's comprehensive book covers the investor relations process in plain language, linking quality financial communications and investor relations to fair valuation of companies in capital markets.

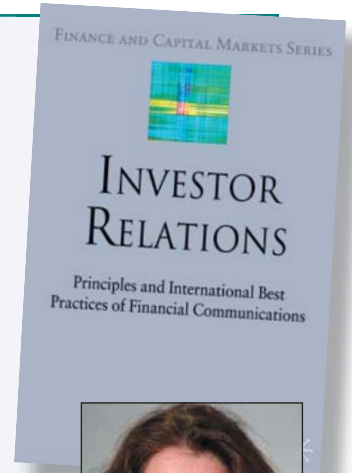
The book addresses such topics as initial public offerings, communications strategies and regulatory compliance. Though Guimard focuses on publicly-traded companies, other types of organizations raising capital are likely to find value in her examination of investor relations as a multifaceted, dynamic discipline that helps firms build trust with stakeholders. She recognizes global aspects of the field and incorporates best practices relevant for readers around the world, including emerging markets like China and India that have high potential for raising capital.

Guimard discusses timely non-accounting topics such as increased demand for explanations of corporate governance and sustainable development policies and covers additional communications subjects, including annual reports, crisis management, and relations with the media and financial analysts.

Investor Relations is designed for readers with all levels of experience and organizations of any size. Templates and sample documents can help busy IROs get quick starts on stock market fact sheets, questionnaires, contact forms, and timelines, incorporating Guimard's methods and ideas into their own work.

Guimard's book draws on her 20 years of experience in investor relations and financial communications. She founded Fineo, a Paris-based investor relations consultancy in 1999, after working with Daiwa Securities, Compagnie de Saint-Gobain, and Alcatel. Guimard is a NIRI member, belongs to the Investor Relations Society in the United Kingdom, and is a CFA who holds a PhD in international finance and a master's degree in Japanese.

If you are interested in purchasing a copy, please visit the [NIRI Bookstore](#). 



Anne Guimard