



Investor Relations - Von der Bilanzpressekonferenz zur Hauptversammlung einer Publikums-AG (German Edition)

Frank Bartsch

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Rechnungswesen, Bilanzierung, Steuern, Note: 2,3, Duale Hochschule Baden-Württemberg, Stuttgart, früher: Berufsakademie Stuttgart, 21 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Publikums-Aktiengesellschaften besitzen eine breite Streuung ihres Eigenkapitals. Die vielfältigen Anleger und Interessensgruppen erwarten eine ausführliche Informationsbereitstellung und Betreuung.

Durch eine ausgeprägte Arbeit im Feld der Investor Relations können positive Effekte für die Aktiengesellschaft entstehen.

Das vorliegende Werk beschäftigt sich mit Zielen, Intentionen und Instrumenten von Public Relations, wobei über die gesetzlichen Mindestanforderungen hinaus gegangen wird.

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