

## **Boards Must Prepare for Increased Dealings with Investors**

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The connection between the boards and shareholders of public companies is likely to become more direct in the coming year, as independent directors take on added oversight roles. Securities attorneys and corporate counsel will be called upon increasingly to advise or arbitrate on decisions previously in the sole purview of the CEO and the investor relations officer.

Both boards and their senior counselors will require substantial new insights into the valuations assigned by Wall Street to their companies and, especially, the strategies that are most likely to succeed—or backfire—for the corporation. [Board Perspectives: Building Value Through Investor Relations](#) provides critical insights into the sometimes confounding nature of investor perceptions, media relations, disclosure, valuation, investor targeting and the appropriate divisions of board/management responsibilities in the post-Sarbanes-Oxley world.

This valuable new text takes readers to the *30,000-foot level* for the macro view and then brings them *Into the Trenches* for more detailed insights. In this Plain English volume, readers will learn how to predict Wall Street responses to board actions, understand the superior wisdom applied by investors in valuing public corporations, and discover the opportunities and pitfalls of such practices as earnings guidance, dividend policy, board communication with investors and management's presentations to the board.