



Strategic Financial and Investor Communication: The Stock Price Story

Ian Westbrook

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In today's aggressive marketplace, listed companies can no longer rely on their numbers to do the talking. If companies can't communicate their achievements and strategy, mounting research evidence suggests, they will be overlooked, their cost of capital will increase and stock price will suffer.

In *Strategic Financial and Investor Communication: the stock price story* Ian Westbrook, principal of Australia's leading independent financial communications firm, argues just this: stock price is more a story than a number. Moreover, the book will teach you how to tell your own story by guiding you through the fast-paced world of financial corporate communication with a professional's pragmatism as well as academic rigour.

Whether you're a student or a professional of PR, investor relations or corporate communications, this much-needed guide will teach you how to tell a compelling story about your company that the stockbroker, fund manager and corporate media cannot ignore.

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