



Achieving Fair Value: How Companies Can Better Manage Their Relationships with Investors

Mark C. Scott

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The single biggest preoccupation of senior management of any listed company is its institutional investors. CEOs and CFOs on average spend around 40% of their time dealing with this group, and the implicit goal of most management teams is to maximise share price. Yet the true influences behind movements in share price are poorly understood, and thus many companies do not do a good job of managing their investors.

Achieving Fair Value provides the appropriate strategy tools and techniques for management to ensure that their business is valued in a way that accurately reflects its fundamental, sustainable worth for the long term. It is a timely and practical contribution to a topic that should be high on the agenda of any senior management team.

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