



A Practical Guide to IPO's: How to Take Your Company Public

Jonathan Goldberg

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All good IPOs are different, but bad IPOs are all the same. As a research analyst, I participated in almost two dozen IPOs, and had a front row seat for another 100. I saw companies making the same mistakes over and over again. I wrote this book for CEOs, CFOs and the entire executive suite. This is a practical guide to what the IPO process is like and more importantly, how to keep managing a business for the long-term while IPO preparations take up so much time in the near-term. Investment bankers can take companies through the process, but that is only part of the equation. The day the CEO rings the bell on the floor of the stock exchange, everything changes, and the company gets a whole new set of business partners in the form of public investors. In this book, I walk through the process, the whole cast of stakeholders, and lay out guidelines on how to succeed not just on the day of the IPO, but for the entire future of the company.

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