Contents

	Preface	vii
1	The changing financial world	1
2	The role of financial public relations in a company	15
3	The tools of public relations	29
4	Who are the consumers of financial public relations?	42
5	Communications strategy	54
6	Campaign planning and management	61
7	Continuous public relations campaigns	68
8	Investor relations	91
9	Acquisitions	103
10	Stock Exchange flotation campaigns	116
11	Promotion of financial products	137
12	The role of research	153
13	Measuring success	167
14	The management and organisation of public relations	180
15	The future of financial public relations	194
	Glossary	206
	Index	215