



## Investor Relations - The communication to the target group. The emphasis of trust with the example of Sage plc

By Robert Nagel

GRIN Verlag Sep 2007, 2007. Taschenbuch. Book Condition: Neu. 211x151x7 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.00, Northumbria University, 91 entries in the bibliography, language: English, abstract: The area of the investor relations as well as the capital markets have changed dramatically in the recent years. It is now an independent department, which has to balance the regulation aspect with the needs and wants of the stakeholders. Therefore, this department is now much closer to the field of marketing. There are several instruments available for the investor relations to be able to communicate with the target group as well as the main stakeholders and also to achieve the aims of the IR. 64 pp. Englisch.



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