



# Going Public: Everything You Need to Know to Take Your Company Public, Including Internet Direct Public Offerings

*James B. Arkebauer, Ron Schultz*

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## **Going Public: Everything You Need to Know to Take Your Company Public, Including Internet Direct Public Offerings** James B. Arkebauer, Ron Schultz

Venture capitalist and IPO expert James Arkebauer tells readers everything they need to know to take their company public, including Internet Direct Public Offerings. "Going Public" is the definitive bible for CEOs, members of the IPO team, investors, and for anyone who needs to understand the process by which a company raises money by "going public".

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