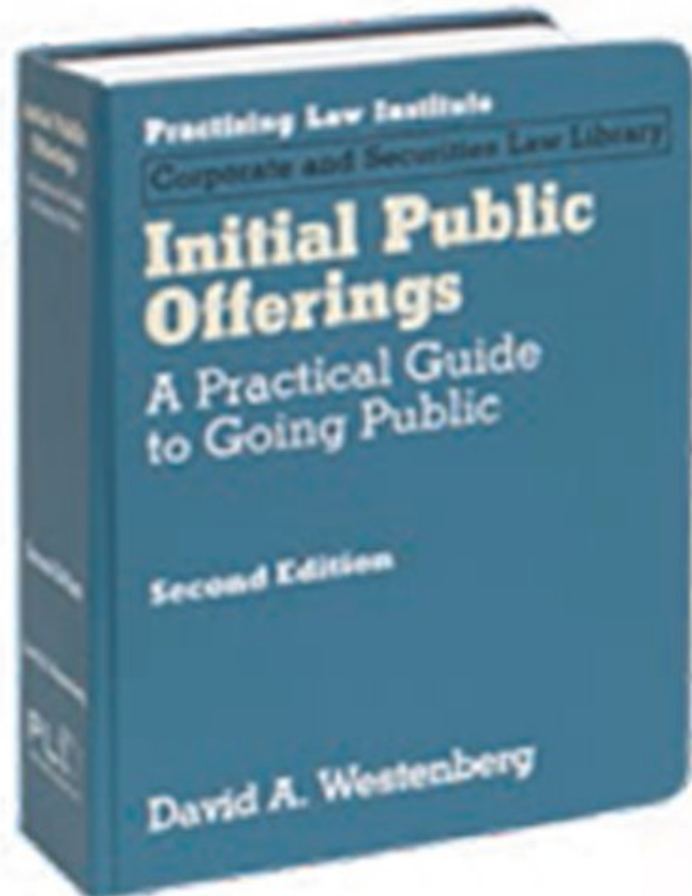


# Initial Public Offerings: A Practical Guide to Going Public

David Westenberg

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**David Westenberg : Initial Public Offerings: A Practical Guide to Going Public** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Initial Public Offerings: A Practical Guide to Going Public:

The new second edition of Initial Public Offerings: A Practical Guide to Going Public provides battle-tested, real-world advice on how to create a winning IPO. Packed with best practices, planning tips, checklists and sample documents to help implement its guidance, Initial Public Offerings gives you the actionable insight you need to: Understand market requirements and lay the groundwork for an IPO Weigh an IPOs advantages, drawbacks, demands and alternatives Prepare for the rigors of due diligence Master accounting matters vital to the IPO process Take advantage of pre-IPO tax and financial planning opportunities Put together a powerful IPO team Consider a dual track strategy Numerous developments originating from the SEC, Congress, and the private sector continue to change the

IPO landscape. Completely revised and substantially expanded, the second edition addresses key changes in legal requirements and market practices of critical interest to IPO companies, lawyers, and market professionals alike. Among other new and updated topics, the book covers the impact of the JOBS Act on private company fundraising, pre-IPO activities, Form S-1 disclosure requirements, and the IPO process; ongoing changes in corporate governance requirements and practices; and important developments in accounting preparation, SEC review, and underwriting practices. The new edition also includes updated market data, IPO forms, and planning tips to help ensure a smooth IPO in the post-Dodd-Frank, post-JOBS Act world. Updated at least once a year and hailed by executives, entrepreneurs, general counsel, investment bankers and venture capitalists alike as the definitive IPO guide, *Initial Public Offerings* is an essential resource for anyone planning to go public.

There is nothing I like more than practical guidance. And this book sure fits the bill as a detailed step-by-step guide that every practitioner should have. A perfect starters kit. --Broc Romanek, Editor of *The CorporateCounsel.net* There is a valuable new treatise, called *Initial Public Offerings: A Practical Guide to Going Public*, that is quickly becoming the bible of the I.P.O. market. --The Deal Professor Steven M. Davidoff There is no better practical tool for anyone needing an in-depth, step-by-step guide to the IPO process. Anyone embarking on the IPO road will benefit from the books insights on dealing with the SEC, and from its practical advice on every business and corporate governance issue that must be addressed in taking an enterprise public. --Larry Sonsini, Wilson Sonsini Goodrich Rosati There is a valuable new treatise, called *Initial Public Offerings: A Practical Guide to Going Public*, that is quickly becoming the bible of the I.P.O. market. --The Deal Professor Steven M. Davidoff There is no better practical tool for anyone needing an in-depth, step-by-step guide to the IPO process. Anyone embarking on the IPO road will benefit from the books insights on dealing with the SEC, and from its practical advice on every business and corporate governance issue that must be addressed in taking an enterprise public. --Larry Sonsini, Wilson Sonsini Goodrich Rosati There is a valuable new treatise, called *Initial Public Offerings: A Practical Guide to Going Public*, that is quickly becoming the bible of the I.P.O. market. --The Deal Professor Steven M. Davidoff There is no better practical tool for anyone needing an in-depth, step-by-step guide to the IPO process. Anyone embarking on the IPO road will benefit from the books insights on dealing with the SEC, and from its practical advice on every business and corporate governance issue that must be addressed in taking an enterprise public. --Larry Sonsini, Wilson Sonsini Goodrich Rosati

**About the Author** David Westenberg is a partner in WilmerHales Corporate Practice Group. He joined the firm in 1983. Mr. Westenberg has focused on the software, Internet and information technology industries for more than twenty years. He has advised industry pioneers and world leaders such as Arch Wireless, Boston Technology, Panera Bread, Prodigy and Varian Semiconductor. He has also counseled numerous start-ups, helping guide clients from formation through venture financing and on to successful acquisitions or IPOs. As outside corporate counsel to many public and private companies, Mr. Westenberg advises clients on a wide variety of corporate, securities, disclosure and governance matters. His transactional practice focuses on public offerings, venture capital financings and MA transactions.