



# Running a Public Company: From IPO to SEC Reporting

By Steven M. Bragg

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## **Praise for Running a Public Company: From IPO to SEC Reporting**

"Steve Bragg's book is an essential read for anyone contemplating a public offering or taking on leadership responsibility in a public company. Not only does he explain the complicated aspects of registration and reporting, he provides practical examples of policies, procedures, and controls to keep a public company on the right track. This book is easy to follow and will continue to be a resource for the reader."—Tom Wilkinson , PMB Helin Donovan, LLP

"I will recommend Running a Public Company: From IPO to SEC Reporting to my clients and consulting colleagues as an excellent resource. The book provides helpful guidance about the decision to go public, and about managing the requirements once a company is public. Steve Bragg's extensive knowledge stems from actual business experience, and his writing style makes a complex topic easier to follow and understand."—Valerie G. Walling, CPA, CMC, Management and Internal Controls Consultant

"I highly recommend Steve's new book, Running a Public Company: From IPO to SEC Reporting, because it's a reference manual and insider's guide that contains a treasure trove of valuable insights certain to help managers, accountants, and attorneys navigate through the countless challenges that arise when taking (and keeping) a company public."—Matthew Posta, Esq., CPA, Vice President of Finance, Key Air, LLC

"Mr. Bragg has done an excellent job of demystifying what is required to run your company and sell your stock in the public markets. I consider this a must-read for anyone considering a public offering or working with a public company."—Wray Rives, CPA

"Running a Public Company: From IPO to SEC Reporting is an incredibly exhaustive guide to going public, spanning the process from first deciding to take the leap to filing with the SEC and everything in between—so comprehensive that it even includes the SEC's account number for paying filing fees! This is yet another Steven Bragg title for professionals that takes a complicated and

oftentimes confusing process and breaks it down into simple, easy-to-follow steps. Should our company ever decide to make that jump, it is reassuring to know that Running a Public Company has laid out the path before us in perfect detail. Whether used as a reference or a guide, Mr. Bragg makes the process simple, clear, and amazingly straightforward."—Adrienne Gonzalez, Project Coordinator, Roger CPA Review, Chief Information Officer, JrDeputyAccountant.com

"The first A to Z guide that I have seen. An excellent reference for management and investors alike."—Brian A. Lebrecht, Esq., President, The Lebrecht Group, APLC

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## **Running a Public Company: From IPO to SEC Reporting** By Steven M. Bragg Bibliography

- Sales Rank: #412273 in Books
- Published on: 2009-09-28
- Original language: English

- Number of items: 1
- Dimensions: 9.13" h x 1.18" w x 6.42" l, 1.20 pounds
- Binding: Hardcover
- 316 pages

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### Editorial Review

From the Inside Flap

The road to an initial public offering (IPO) can be both expensive and time-consuming, requiring significant changes to a company. In addition, this shift also requires managers of private companies to bring their companies into compliance with the Securities and Exchange Commission (SEC) regulations or risk censure. Written by renowned accounting expert Steven Bragg, *Running a Public Company: From IPO to SEC Reporting* shortens the learning curve dramatically by itemizing the key steps in the process of going public, handling investors, and dealing with the SEC.

Describing special accounting standards that only apply to public companies, this invaluable guide demystifies the process, reassuringly answering a multitude of questions managers may have, including:

- Why should I consider buying a shell company?
- How do I file for a listing on a stock exchange?
- What should I put in the investor relations section of my Web site?
- What is a road show, and how is it conducted?
- How do I deal with analysts, brokers, institutional investors, and individual investors?
- How do I impart information to investors while staying in compliance with Regulation FD?
- What are the various methods for registering stock, and which ones are available to me?
- How do I file a Rule 10b5-1 stock trading plan?
- How do I obtain SEC filing codes?
- How do I reconcile non-GAAP information back to a standard GAAP measure?
- What information is included in a 10-K report, but not in a 10-Q report?
- What if I want to take my company private again?

*Running a Public Company: From IPO to SEC Reporting* is the ideal sourcebook for the mechanics of how to go public and stay there, while complying with all applicable regulations.

About the Author

**Steven M. Bragg, CPA**, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst & Young and an auditor at Deloitte & Touche. He received a master's degree in finance from Bentley College, an MBA from Babson College, and a bachelor's degree in economics from the University of Maine. He has been the two-time president of the Colorado Mountain Club, is an avid alpine skier and mountain biker, and is a certified master diver. Mr. Bragg resides in Centennial, Colorado. He is also the author of *Accounting Best Practices* and *Accounting Policies and Procedures Manual, Fifth Edition* (both published by Wiley).

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