



# The Ernst & Young Guide to the IPO Value Journey

*Ernst & Young LLP, Stephen C. Blowers, Peter H. Griffith, Thomas L. Milan*

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A practical guide to taking your company public--successfully This updated version of the Ernst & Young Guide to Taking Your Company Public looks at the IPO as a milestone in a larger process called The Value Journey<sup>sm</sup>, the basis for the work of the Ernst & Young Center for Strategic Transactions<sup>??</sup>, a business advisory resource for CEOs. This practical book is designed to help you determine whether an IPO is the right move for your company and addresses the major leadership challenges that CEOs face. It describes how to plan your IPO journey and chart your business strategy, focusing on the steps you must take to succeed during and after the IPO event and fulfill the critical need to continuously innovate and renew your company.

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