



Das Going Public am Neuen Markt als Finanzdienstleistung (German Edition)

Stefan Elfgén

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Studienarbeit aus dem Jahr 2001 im Fachbereich BWL - Bank, Börse, Versicherung, Note: 1, Hochschule Niederrhein in Mönchengladbach, 10 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Als Going Public bezeichnet man den erstmaligen Verkauf von Anteilen eines Unternehmens durch Börseneinführung. Mit der vorliegenden Hausarbeit wird dem Leser ein Überblick über das Wesen des Neuen Marktes und seine Zulassungsvoraussetzungen verschafft. Anschliessend werden die Gründe für ein Going Public erläutert. Neben den vorbereitenden Tätigkeiten zur Unternehmensbewertung folgt dann die Ermittlung des Emissionspreises auf Basis des Kurs-Gewinn-Verhältnisses.

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