Handbook for Muni-Bond Issuers. Bloomberg Financial

Description: From Bloomberg, the authority on municipal bond valuation, this is the first book to give issuers (municipalities and their officers, attorneys, and other advisers) step-by-step tips on (1) lowering the cost of financing and (2) how to do it right and avoid trouble—with the press, with the market, with constituents, and with the Securities and Exchange Commission. With an insider's perspective, Joe Mysak debunks the myths and reveals the practical realities of today's municipal bond market. Fresh and clearly written, this excellent primer on issuing municipal bonds is a key to the market that no participant should be without.

Contents:

Foreword (Michael R. Bloomberg).

Introduction.

Chapter 1: Getting Started.

The basics.

Chapter 2: Choosing Your Method of Sale.

Negotiated or competitive?

Chapter 3: Getting Advice.

What your financial adviser can do for you.

Chapter 4: How to Sell Bonds the Right Way.

Paying the lowest interest cost.

Chapter 5: The Role of the Underwriter.

Watch what they do.

Chapter 6: How to Get into Trouble.

You are responsible for your bonds.

Chapter 7: The Bond Counsel.

The gatekeepers.

Chapter 8: Who Buys Your Bonds?

A smaller group than you'd think.

Chapter 9: Public Relations.

How to win bond elections.

Chapter 10: What Happens in a Bond Sale.

Step by step.

Chapter 11: Credit Ratings.
A continuing relationship.

Chapter 12: After the Sale.

Don't get burned.

Resources and Glossary.

Index.

Ordering:  
Order Online - http://www.researchandmarkets.com/reports/2216524/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Web Address: http://www.researchandmarkets.com/reports/2216524/
Office Code: SC

Product Format
Please select the product format and quantity you require:

Quantity
Hard Copy (Hard Back): USD 98 + USD 30 Shipping/Handling

* Shipping/Handling is only charged once per order.
* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:  Mr  Mrs  Dr  Miss  Ms  Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by Wire Transfer: Bank details will be provided on the invoice which you will receive after you place your order with us.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World