

International Journal of Strategic Communication >

Volume 1, 2007 - [Issue 3](#)

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Using Wave Theory to Maximize Retail Investor Media Communications

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Pages 191-206 | Published online: 05 Dec 2007

🗨️ Cite this article 🔗 <https://doi.org/10.1080/15531180701434819>

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Abstract

When corporations increase media coverage during a retail investor stock market wave, there is a significant increase in the power of the wave. The study tests the performance of 50 stocks using wave theory to select appropriate investor waves and Kaplan-Meier survival analysis to determine the impact of increased media coverage and illustrates the strategic use of investor relations in achieving corporate financial goals.

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