**Chapter 4: Equities**

**Primary & Secondary Markets**

A company may need to expand and introduce new sources of finance and has decided that it needs to bring in new shareholders

How might they find new shareholders?

Referred to as **‘Dealing’**

**[](http://www.google.co.uk/url?sa=i&rct=j&q=google+IPO&source=images&cd=&cad=rja&docid=Z2YCqN52eeDDWM&tbnid=y4eUZbj77MwK1M:&ved=0CAUQjRw&url=http://www.davidblerner.com/david_b_lerner/university-spin-offs/&ei=-Wt1UZ-aNIqy0QWlzoGAAw&psig=AFQjCNG-C3xqcZ0D3OOptPuRNfFtUzRwxg&ust=1366736234620273)[](http://www.google.co.uk/url?sa=i&rct=j&q=IPO&source=images&cd=&docid=UyYuFwGSdYsIKM&tbnid=aeDKjJlcinixSM:&ved=0CAUQjRw&url=http://mashable.com/2012/05/22/facebook-ipo-whats-wrong/&ei=pmt1UcfiCMGh0QXEqYH4Aw&psig=AFQjCNFxTCz89Um79p0Au_4nSZzD2WSIcw&ust=1366736023870354)**

Also known as:



**INVESTORS**

**SECONDARY**

**MARKET**

**PRIMARY MARKET**