The Competitive Advantage of Ticker Tagging for Publicly Listed Companies

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In this InvestorIntel interview, Tracy Weslosky talks with eResearch Corporation's President and Director of Research, Chris Thompson about ticker tagging, and the value of research reports for publicly listed companies.

Chris Thompson starts: "You know, investors find information more easily when the actual tickers of the company are tagged in the article or the report." Adding, "There are thousands of different ways of getting your news out…but, unless you ticker tag the information, investors may not be able to find it as easily as they could. And that's what you want to do when you're a company or a public company looking for a bigger reach for your information."

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