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Case Facts The case is about Netscape Communication Corporation. In 1995 they decided to go for IPO because of growing capital needs. A Day before the IPO the underwriters proposed to increase the offer price from 14\$ to 28\$ This suggestion was raised because of the remarkable oversubscription.

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In 1995, Netscape, an early leader and innovator in the Internet and WWW software and web browser

market, had been going through the initial public offering (IPO) process. Specifically, on August 8, 1995, Netscape's lead IPO underwriters recommended to the Netscape board to increase the initial offering price to \$28 per share from \$14 per share ...

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Netscape's Initial Public Offering - Harvard Case Studies

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Netscape had the first-mover advantage being the pioneer of web browsers in the evolving Internet market. They achieved the market leader position in a short period of time with their Netscape Communicator and Netscape Commercial server.

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If the price rises in an initial public offering then the stock is called a hot issue. Netscape Communications (NSCP) was the classic hot issue. It went public August 9, 1995 at an offer price of \$28.

Introduction to Stock Market Investment

Finance 324 Case Study: Netscape's IPO Alfred Francis Lucas Hennessey Rick Piket Executive Summary The Netscape IPO was by no means a risk-free procedure. They were operating at a loss and did not know when that would change.

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Netscape made a successful IPO in August, 1995. Though a last-minute decision doubled the initial offering to \$28, the stock soared to \$75 on the first day of trading, and the company's revenues doubled every quarter in 1995.

Netscape Case Study Analysis - Ecommerce Digest

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Netscape Corp. IPO: Managing Risk and Uncertainty Case

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Netscapes Initial Public Offering Case - Case study

This case is about Netscape Initial Public Offering (IPO) in 1995. Netscape had a successful starting in the market mainly because of their strategy of "Give away today and make money tomorrow", which let them capture 75% of the web browser market, making it the most popular browsing software.

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