As the global investment banking business enters its third year of lower revenues following the peak year of 2000, Bank management must address a host of issues: Business mix, Cost Management Risk, aligning interests of professionals with stockholders and attracting and leading a unique team of professionals. Based on an extensive interview series with over 50 banking professionals and independent experts, this book defines best practice in addressing each issue. It concludes with the outlook for the medium term expressed by interviewees as well as by the author's own views. Keywords. Investment banks help companies and government and their agencies to raise money by issuing and selling securities in the primary market. Investment Banking is dedicated to fulfill the needs trade and includes by acting as an intermediary and a financer too. Investment Banking I a result of oriented profession, commanding high degree. The investment bankers for managing public issue can negotiate a fee subject to a ceiling. This fee is to be shared by all lead managers, advisers, etc. (a) 0.5% of the amount of public issues up to Rs.25 crores and. 2 Investment Banking. can they reconcile the demands of the industrys outside stockholders with those of key professionals well known for their ability to walk if their perceived financial needs are not met? The management issues of an earlier era were explored in a seminal book written in 1998 by Professor Dwight Crane and his colleagues at the Harvard Business School. Doing Deals ably articulated the unique structures and processes of the business which still distinguish it from all other financial services.3 Yet investment banking has moved on to levels of size and complexity difficult to contemplate in 1986.