

The attached article was distributed in class last week as the REQUIRED reading on this topic. You were asked to use this forum to discuss the benefits and costs for companies adopting the dual-class stock structure basing on the information provided in this article (and your own research). Here are the guiding questions for the reading/discussion assignment for your input -

From the perspective of the company,

1. What are the benefits of adopting the dual-class stock structure?
2. What are the costs of adopting the dual-class stock structure?
3. What provisions are discussed in the attached article that may mitigate investors' concerns on the dual-class structure?
4. What are market conditions and/or company/management characteristics that may favor the dual-class structure?