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Interview: The Process of Updating “The Public Company Handbook”

As someone who has authored quite a few legal treatises and paperbacks myself, I was curious what went on behind the scenes as my colleagues here at Perkins Coie updated their popular publication recently: "[The Public Company Handbook](#)." I sat down with [Jens Fischer](#) - a Partner in the Seattle office - whom I've known for a few decades. Jens served on my advisory board for years when I managed TheCorporateCounsel.net.

Broc: What is the overarching goal behind "The Public Company Handbook"? **Jens:** The #1 goal is to ensure the Handbook is an easy-to-read guide. A "grab and go" for Executives. Yes, it's comprehensive in covering the legal and other board management issues facing public – or soon-to-be-public – companies. But we've always wanted it to be accessible - and through the now six editions we've put out, we think we've managed to keep it "lean" - and a plain English guide of what you need to know if you're in-house or otherwise seated at the table.

Broc: What is the process of actually updating it? **Jens:** That is the hard part. We have a team of over a half-dozen partners who do take on the intensive task of updating the various sections. Then we all conduct multiple reviews to ensure it's accurate and practical. The overall process takes many months. And of course, we all have our day jobs. This edition was one of the hardest yet because the past few years have been so incredibly busy.

Broc: How do you know it's practical? **Jens:** (Laughs) Well, we like to think it is. We try to put ourselves in the shoes of our clients and think like they do. The Handbook has a host of practice tips and things to watch out for. And in all truthfulness, that's the feedback we get. The thing continues to be popular each time we release a new edition. It's gratifying because we do put a lot of work into it.

Broc: How can one get a copy? **Jens:** You can either download a digital copy and that will give you access immediately. Or you can request a handsome paper copy. Both digital and hard copies are free. [Access either a digital copy now or request a hard copy of "The Public Company Handbook" here now.](#)

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