Trading Publicly or Privately. Paper details Instructions As you have learned, there are variety of strategic methods to grow and/or raise funding. One such way is through an initial public offering whereby a private company becomes a publicly traded company. Facebook did so some years back and due to technical issues, it made history. Panera recently did so and Air B&B is contemplating doing so next year. Yet, there are risks involved. Review the reading material below and respond to the requirements set forth below. Review the following articles (pdf version): Why Panera Bread Founder Ron Shaich Sold His Company located in Week 4 – To trade publicly or privately, that is the question document. After a $7.5 billion deal, Panera’s CEO says he can do even more as a private business located in the Week 4 – To trade publicly or privately, that is the question document. 10 biggest IPO Flops in History located in Week 4 – To trade publicly or privately, that is the question document. Panera Bread Financials Conduct your own research for credible sources of information. Use only scholarly and/or credible sources. The articles above will help, but you will need to conduct additional research to assist you in assignment completion. You must cite to at least 2 more credible sources in addition to the articles presented above In a 2-4 page paper: Discuss the benefits and risks of going public. Your responses must be well thought out, detailed, and well supported by credible sources. Leave no unsubstantiated claims and only provide well supported assertions and cited facts. Given the risks and rewards, examine Panera’s financial information. Explain whether Panera’s decision was sound. Provide detail and support your explanation.