

1. Record Nr.	UNINA9910132168603321
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Titolo	Banker's Guide to New Small Business Finance [[electronic resource] ] : Venture Deals, Crowdfunding, Private Equity, and Technology
Pubbl/distr/stampa	Hoboken, : Wiley, 2014
ISBN	1-118-85361-X 1-118-94086-5
Descrizione fisica	1 online resource (225 p.)
Collana	Wiley Finance
Disciplina	658.15
Soggetti	Banks and banking Commercial credit Small business -- Finance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Banker's Guide to New Small Business Finance: Venture Deals, Crowdfunding, Private Equity, and Technology; Copyright; Contents; Figures and Tables; Preface; Acknowledgments; About the Author; Part One: Survey of Funding Small Business; Chapter 1: How Small Businesses Are Funded; Defining Small Business; ABCs of Small Business Funding; Usual Suspects Providing Business Capital; The Rise of Alternative Financing; Notes; Chapter 2: Elusive Nature of Bank Funding; Risk Appetite Is an Oxymoron; Source of Bank Funding Limits Its Use; Small Business Credit Is Difficult to Scale Loan and Bank Size Are Inversely Related Chapter 3: Capital Market Disruptions, Post-2008; Didn't Anyone See Bubble Coming?; This Time Was Different; Where Did Main Street Funding Go?; SBA-Main Street's Federal Bailout?; Supply versus Demand-Did Anyone Ask for a Loan (and What Was the Answer)?; Post-Crisis Reflections on Financial Regulation; Notes; Part Two: A Perfect Storm Rising; Chapter 4: A Paradigm Shift Created by Amazon, Google, and Facebook; Amazon Creates Digital Trust; Who Answered All Those Questions Before?; Your Opinion Is (In)valuable How Do These Changes Affect Small Business Lending? Lending Diversity?; Notes; Chapter 5: Private Equity In Search of ROI; The Fed's Low Interest Policy and the Effects on the Private Investor; Wall Street

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Not Everyone Agrees: The Case against SoMoLend.com

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Sommario/riassunto

Detailed, actionable guidance for expanding your revenue in the face of a new virtual market Written by industry authority Charles H. Green, Banker's Guide to New Small Business Finance explains how a financial bust from one perfect storm-the real estate bubble and the liquidity collapse in capital markets-is leading to a boom in the market for innovative lenders that advance funds to small business owners for growth. In the book, Green skillfully reveals how the early lending pioneers capitalized on this emerging market, along with advancements in technology, to reshape small company funding

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