

1. Record Nr.	UNINA9910455502603321
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Titolo	The entrepreneur's guide to raising capital [[electronic resource] / / David Nour
Pubbl/distr/stampa	Westport, Conn., : Praeger Publishers, 2009
ISBN	1-282-42870-5 9786612428708 0-313-35603-3
Descrizione fisica	1 online resource (199 p.)
Collana	The entrepreneur's guide, , 1939-2478
Disciplina	658.15/224
Soggetti	New business enterprises - Finance Small business - Finance Venture capital Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Why undercapitalized companies don't survive -- Smart capital -- Plan now or pay later -- Bootstrapping and early stage creative capital -- Big guns : institutional investors -- Avenues for alternative capital -- IPOs, reverse mergers, and international markets -- Valuations, acquisitions, and exit strategies -- Value-added financial intermediaries -- The experts speak : best practices to embrace and top mistakes to avoid.
Sommario/riassunto	Ask any established business owner to identify his or her toughest challenge when just starting out, and you'll likely get this answer: raising capital. Most aspiring entrepreneurs know far too little about the sources of money that can help start a business or fuel its growth. Where do you get capital? What are investors looking for? How do you ask for money in a way that gets results? This book answers these and many other critical questions. Even more important, entrepreneur and consultant David Nour shows how to develop long-term relationships with financial partners who can help