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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 partnerNthe people who can help