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| Autore | Shepherd Dean A |
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| ISBN | 1-322-41541-2 0-7619-1476-5 1-4522-6254-3 |
| Descrizione fisica | 1 online resource (xviii, 174 p.) |
| Collana | Entrepreneurship and the management of growing enterprises |
| Altri autori (Persone) | DouglasEvan J. <1946-> |
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| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Cover; Contents; List of Tables and Figures; Acknowledgments; Introduction; Chapter 1 - Sources of Early-Stage Financing; Chapter 2 - Roles and Equity Shares in the New Venture; Chapter 3 - Evaluate the Business from the Investor's Perspective; Chapter 4 - Evaluate the Managers from the Investor's Perspective; Chapter 5 - The Three-Stage Communication Strategy; Chapter 6 - Write a Compelling Business Plan; Chapter 7 - Successfully Presenting and Defending Your Business Plan; Chapter 8 - Valuing the Business and Negotiating the Deal; Chapter 9 - Summary and Conclusions; Index About the Authors |
| Sommario/riassunto | Attracting Equity Investors is an invaluable guide to obtaining funding from an investor for the creation or development of a new business venture. |