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Autore	Serra, Francesca <1970- ; Firenze>
Titolo	La morte ci fa belle / Francesca Serra
Pubbl/distr/stampa	Torino, : Bollati Boringhieri, 2013
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2. Record Nr.	UNINA9910820250503321
Autore	Gregson Geoffrey
Titolo	Financing new ventures : an entrepreneur's guide to business angel investment // Geoffrey Gregson
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-473-2
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Nota di contenuto

1. Introduction -- 2. Entrepreneurial venturing and financing -- 3. What makes a compelling business angel investment opportunity? -- 4. Understanding the business angel investment process -- 5. Deal negotiation and the deal agreement -- 6. Investment management, staged financing, and exits -- 7. Summary and future trends -- Appendices -- Notes -- References -- Index.

Sommario/riassunto

This book provides guidance on what makes a new venture more likely to attract external financing, with an emphasis on business angel investment. The author incorporates the views of business angels, venture capitalists, entrepreneurs, and legal advisors; draws upon the latest academic thinking on financing new ventures; and provides comparisons between business angel and venture capital investing to further inform the reader. The concepts, principles, and guidelines presented here will be relevant to entrepreneurs and investors, business support agencies, business students, and others interested in raising external investment and in developing an "investable" business.
