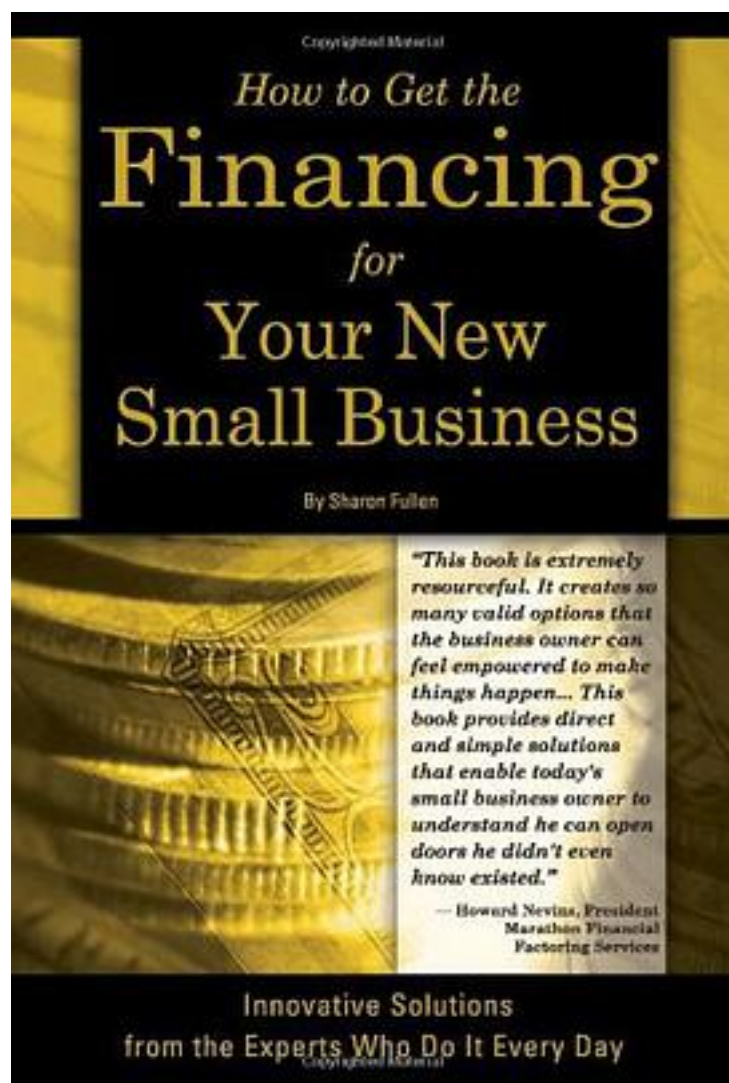


# How to Get the Financing for Your New Small Business



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出版者:Atlantic Pub Co

出版时间:2006-3

装帧:Pap

isbn:9780910627559

While poor management is cited most frequently as the reason small businesses fail, inadequate or ill-timed financing is a close second. Whether you're starting a business or expanding one, sufficient, ready capital is essential. This new book will provide you with a road map to secure the financing. The book goes into traditional financing methods and assists the reader in setting up proper financial statements and a proper business plan. It details the differences between debt and equity financing and how and why to use each. Valuation techniques are explained for determining what your business is truly worth. However, the book's real strength is in explaining alternative and creative methods of financing, such as SBA financing, angel investors, IPOs, limited public offerings, and venture capital. Numerous real-world examples are given for structuring a deal to benefit both the financier and the entrepreneur. Essential resources for finding the detailed information you need are included throughout.

作者介绍:

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