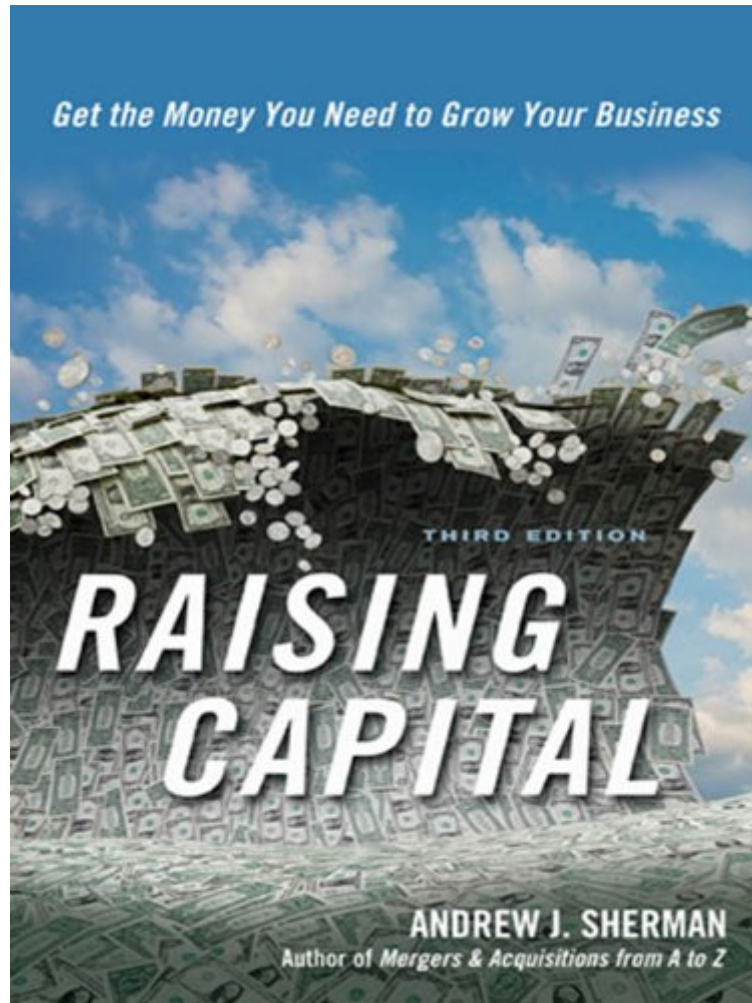


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# Raising Capital: Get The Money You Need To Grow Your Business



## Synopsis

Gone are the days when venture capital groups poured millions into every "next big thing." • Competition is fierce, and only the most viable businesses "and expert fundraising" will reap the capital necessary to drive continuous growth. Packed with tools for building business plans, preparing loan proposals, drafting offering materials, and more, *Raising Capital* covers every phase of the growth cycle and helps readers navigate the murky waters of capital formation. Whether one's business is a fledgling start-up, a rapid growth company, or a more established organization, this insider's guide offers readers the strategies they need to take their business to the next level. Containing checklists, charts, and sample forms, the third edition provides insights on the latest trends in the domestic and global capital markets, an overview of recent developments in federal and state securities laws, and strategies for borrowing money from commercial banks in today's credit-tightened markets.

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## Customer Reviews

If you are looking for a direct, experienced and smart take on raising capital, this book is a great tool! Andrew Sherman empowers you to see through the often complex process of raising capital - all the venture financing basics + new neat stuff such as strategic alliances and co-branding....are included. If you want to understand and be a proactive participant in raising capital for your company take advantage of this book.

It's basically information that every corporate lawyer and financial professional worth their salt must know and use. The knowledge is useful for anyone considering dealing with them. If you are planning on starting a business or looking for avenues of capital to grow the one you have, this is a good way to indoctrinate yourself with the necessary information and can serve as a good starting point and reference. There is also a contact list for startups which can direct you to sources of capital you may not know of (local angel networks, crowdsourcing, local startup bootcamps) and how they work. That said, this will not provide every single answer you need from incorporation through IPO. For that, no single book will. But maybe with 60 or 70 different books and a team of lawyers and bankers, you can start to scratch the surface. It's a starting point and reference guide to keep on hand through the process.

If you are thinking about or in the process of building or starting a business and have to raise outside funds, this book is for you. The author, Andrew Sherman, assumes he is speaking to an intelligent reader unlike many books I bought on this topic. I just ordered another copy of this book for my father-in-law, who is thinking of expanding his small printing company.

Taking some business classes online, and this is a nice supplement to my courses. I have zero background in business prior to the last few months, and this book is legible and makes sense, even to a lay person. Highly recommend.

This book was recommended reading on a Course I took from the University of Maryland on Entrepreneurship... I continue to use this book as a reference for my business... Invaluable resource

This book is a great resource for business owners and entrepreneurs. Mr. Sherman covers all aspects raising money to grow a business venture.

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Raising Capital: Get the Money You Need to Grow Your Business Money: Saving Money: The Top

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