



Raising Capital for Dummies (Paperback)

By Joseph W. Bartlett, Peter Economy

John Wiley Sons Inc, United States, 2002. Paperback. Condition: New. Language: English . Brand New Book. While raising capital has never been easy, it has become a lot more difficult over the past few years. The dot com debacle has made investors skittish, especially when it comes to financing early stage start ups. As a result, more and more entrepreneurs are being forced to compete harder and harder for a spot around the money well. At the end of the day, all most have to show for their efforts are tattered Rolodexes and battered egos. What they need is the competitive edge that comes with having a friend in the business an advisor who ll cut through the mumbo jumbo and tell them in plain English how to get the money they need. What they need is Raising Capital For Dummies . Whether you re just starting your business and need a little seed capital to launch your first product, or you re looking for a little help expanding an established business into a new market, this friendly guide helps you get the financing you need to realize your dreams. You ll discover how to: tap personal sources of financing,...



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