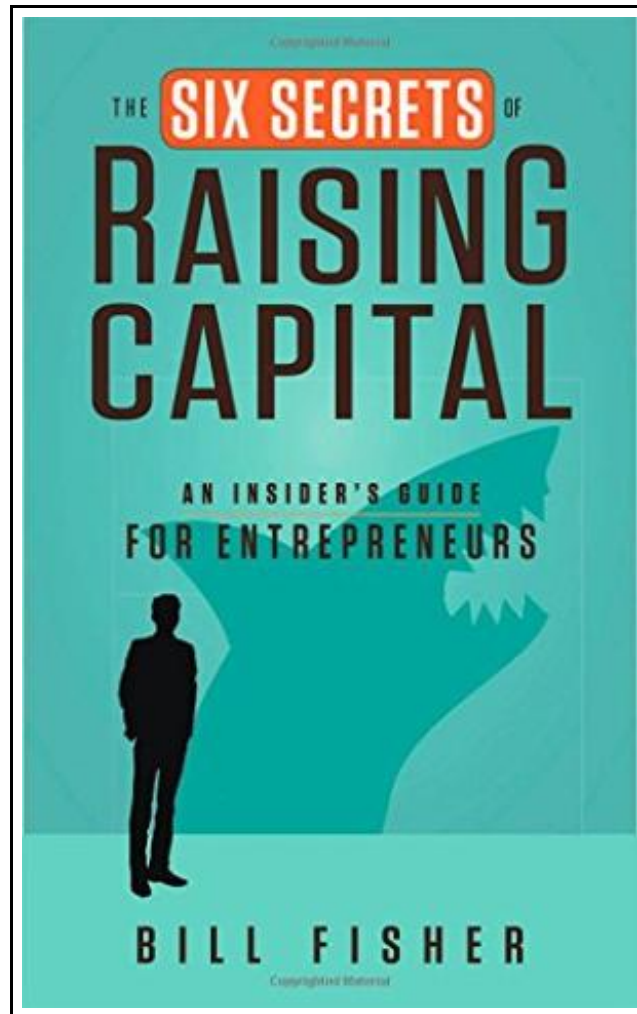


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(Prof. Greg Herzog)

THE SIX SECRETS OF RAISING CAPITAL: AN INSIDER'S GUIDE FOR ENTREPRENEURS



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Berrett-Koehler. Paperback. Book Condition: new. BRAND NEW, **The Six Secrets of Raising Capital: An Insider's Guide for Entrepreneurs**, Bill Fisher, Based on Bill Fisher's three-day seminars that regularly sell out all over the world, this book offers the kind of capital-raising street smarts no entrepreneur can do without. As a banker in Silicon Valley in the 1980s and a businessman who founded a number of successful companies beginning in the 1990s, Fisher has seen firsthand the kind of rookie mistakes aspiring entrepreneurs make that end up stopping them before they have a chance to get started. Fisher looks at six traditional steps in the capital-raising process and digs beneath the surface to expose subtle but critical aspects of each—knowledge that, until now, could come only with experience. For example, entrepreneurs believe that great business ideas get funded. Not true—just look at the failure rates of venture-backed companies. Great business stories get funded, and all great business stories have a similar construction and shape. And of course the entrepreneur needs an investor, but each investor comes with his or her own personality issues. You need the right match for long-term success, not just whoever is waving the biggest check—a temptation that is easy for cash-strapped entrepreneurs to succumb to. Having this book is like going into your investor meetings with a trusted advisor who knows all the ins and outs of raising capital.



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