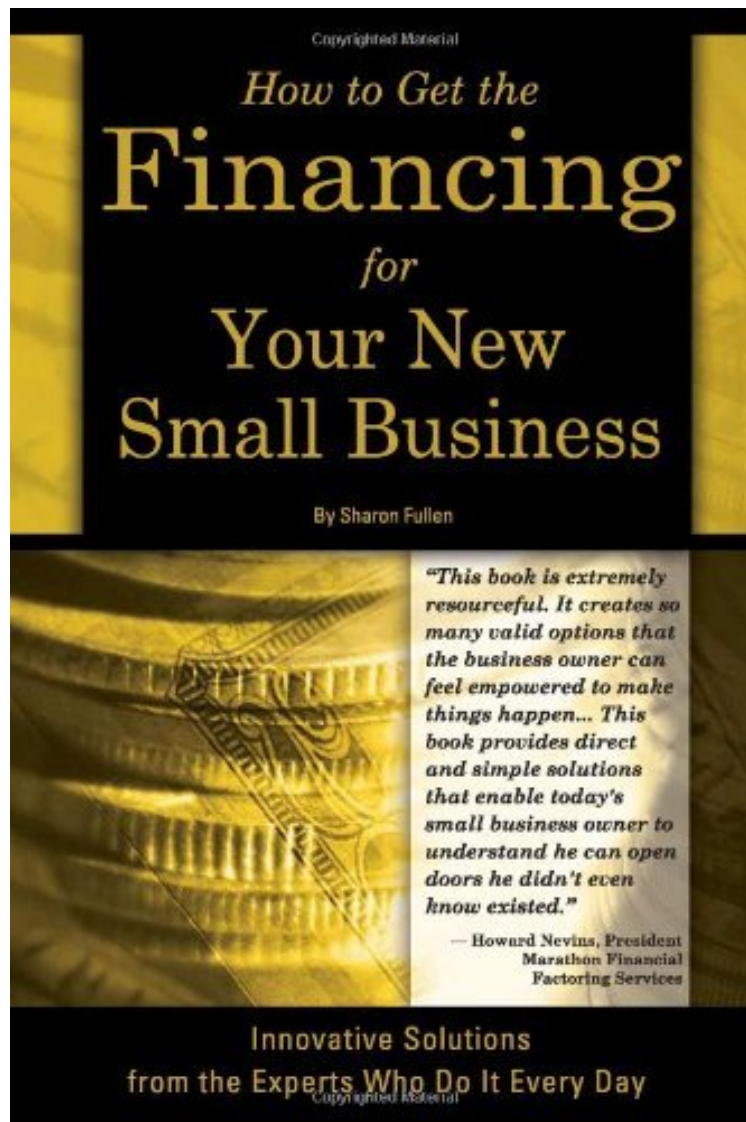


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9 of 9 people found the following review helpful. witten at a very low-levelBy N. Wagner, Ph.D.I have not been

compelled to write a review before but I am so disappointed with this book that I want to forewarn any potential buyer. I excitedly bought this book largely based on the other stellar 5-star reviews; and now, after reading this book I am quite skeptical about the legitimacy of those reviews. First of all, this book is so general and based on common sense - there is very little rigorous research, let alone novel advice or ideas, to be found in a book valued at \$39.95. And, what little worthwhile information is in this book, such as the different sources of business funding, can be found quite quickly on the internet. Among many low points of this book is a section titled "organize your research" which includes a bulleted list of things you should "never leave home without" including "a notepad and pen (or micro recorder), business cards, and expandable travel folder". This section goes on with shockingly common sense bulleted points such as "set up a business plan file cabinet, create hanging files and file folders, and empty your pockets and travel folder daily. By taking just a few minutes to review, sort, and file data gathered that day, you will be able to make notes and comments that may be lost to you weeks from now". Furthermore, this book is full of advice that is embarrassingly redundant and low-level such as "Remember assumptions are not conclusions. When deciding what data you need to construct your business plan, don't make unnecessary assumptions. Assumptions, by definition, are personal beliefs not supported by fact. Assumptions are not a reliable foundation for decision-making and business success". Not surprising, there is no information to be found about the credentials of the author nor an "about the author" or similar section in this book. The lines per page and font size in this book is insulting to an intelligent audience, not to mention the double-spaced index with referenced items such as "customers", "events", "industry", "family", and "internet" - to name a few.

0 of 0 people found the following review helpful. Four Stars
By William Conway
Not much to evaluate
0 of 0 people found the following review helpful. financing small business
By lynda
This was a good read to get an idea of if you really want to get into being in your own business or not.

This new book will provide you with a road map to securing 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, investor angels, IPOs, limited public offerings and venture capital. Essential resources for finding the detailed information you need are included throughout.

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