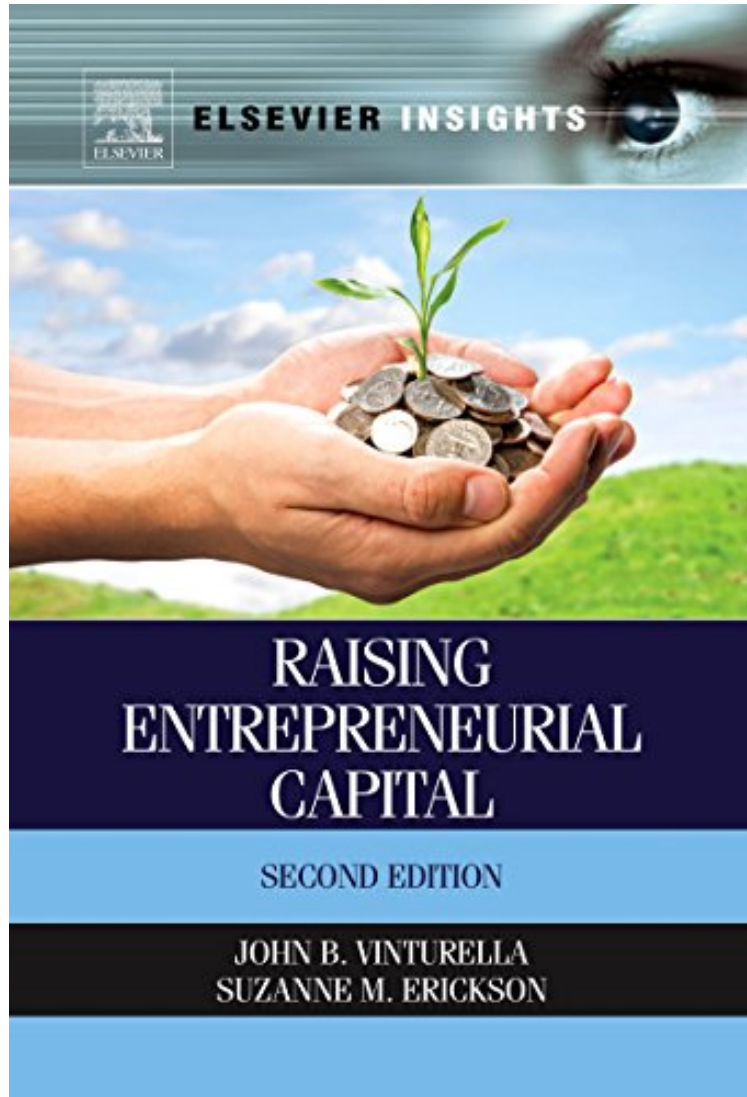


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John B. Vinturella, Suzanne M. Erickson
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0 of 0 people found the following review helpful. Excellent and PracticalBy ChrisExcellent book that puts you in the heads of angel investors / sophisticated venture capitalists. This book isn't [just] about pitching to sophisticated investors; this book pursues every option available so that you can avoid getting in the room with shrewd business-people who are much smarter than you. It covers topics like effective cash-flow management, financing through vendors / customers, and a few others. Very well done and very practical, I loved reading this book for my Raising

Entrepreneurial Capital class. 0 of 0 people found the following review helpful. Suggested winter reading for those interested in starting their own business. By H. Miller This book was for a class I was lucky enough to take that was taught by one of the authors of the book. The book gives good insight into the world of being an entrepreneur. 0 of 0 people found the following review helpful. Five Stars By John Myers Nice detail explaining entrepreneurial capital but more detailed explanations of methods with example calculations and spreadsheets would enhance it.

Raising Entrepreneurial Capital guides the reader through the stages of successfully financing a business. The book proceeds from a basic level of business knowledge, assuming that the reader understands simple financial statements, has selected a specific business, and knows how to write a business plan. It provides a broad summary of the subjects that people typically research, such as "How should your company position itself to attract private equity investment?" and "What steps can you take to improve your company's marketability?" Much has changed since the book was first published, and this second edition places effects of the global recession in the context of entrepreneurship, including the debt vs. equity decision, the options available to smaller businesses, and the considerations that lead to rapid growth, including venture capital, IPOs, angels, and incubators. Unlike other books of the genre, Raising Entrepreneurial Capital includes several chapters on worldwide variations in forms and availability of pre-seed capital, incubators, and the business plans they create, with case studies from Europe, Latin America, and the Pacific Rim. Combines solid theory with a practitioner's experience and insights Case studies illustrate theory throughout the book Updated to reflect the realities of the global economic recession

R "Offering ideas based on standard financial theory, this practical guide for entrepreneurs describes alternatives for financing at all stages of the venture's life cycle. After a review of types of ventures and organizations, chapters deal with debt financing, sources of equity, preparing a business plan, valuation, and venture capital, as well as exit strategies, franchising, internal financial management, and the global equity market." --reference Research Book News, December 2013 "Experiential in its approach, this book will be a great resource as a guide to the potential entrepreneur while also serving as an excellent text in Entrepreneurial Studies programs and other courses. Covering topics of crucial importance and providing a wealth of details, it also includes a variety of material not commonly found in finance texts." --Alva Butcher, Acting Director, School of Business and Leadership, University of Puget Sound "Need money to launch your venture? You need this book. Raising Entrepreneurial Capital will guide you through the intricacies and alternatives for raising money, growing, and harvesting your business venture. It offers practical guidelines and insightful cases that enhance your probability of success." --John B. Elstrott Jr., Clinical Professor of Entrepreneurship, Freeman School of Business, Tulane University "John Vinturella takes a "fundamentals of finance" type primer to a whole new level. Filled with stats, tables, case studies, models and pros and cons of various financing options, this comprehensive and practical text is both a refreshing guide and a resource for small business entrepreneurs, students, lenders and investors alike!" --Paul I. Karofsky, Executive Director, Northeastern University Center for Family Business About the Author Dr. Vinturella was founder and 20-year President of a building supplies wholesaler, sold to a regional chain in 1998; Tammany Supply, Inc. was named a Blue-Chip Enterprise by the U.S. Chamber of Commerce in 1994 and was featured ("The Wizardry of Tammany Supply") in the trade journal, Supply House Times. He also participated in the startup of several small businesses as officer/owner, including a microbrewery, software developer, "cajun" food manufacturer, and quick oil change franchise. He taught at Dillard University, New Orleans, LA, USA and is currently a Business Consultant in Cincinnati, Ohio, USA. Dr. Suzanne Erickson received her PhD in Finance from the University of Washington. She taught at Seattle University for several years where she was instrumental in starting the Entrepreneurship Center. Currently she is the Associate Dean in the College of Business and Mass Communication at Brenau University in Gainesville GA. Her areas of expertise are Corporate Finance, Valuation and Entrepreneurial Finance. In addition to publishing several articles in the areas of corporate finance and Raising Entrepreneurial Capital, a text coauthored with John Vinturella, she has consulted with several start-ups, Fortune 500 companies and non-profits. To read the author's blog, visit <http://scitechconnect.elsevier.com/category/economics-finance/>