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Dean A. Shepherd, Evan J. Douglas
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ATTRACTING EQUITY INVESTORS

Positioning, Preparing, and
Presenting the Business Plan



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Presenting the Business Plan (Entrepreneurship the Management of Growing Enterprises):

This book is designed to help entrepreneurs understand how to obtain funding from an investor for the creation or development of a new business venture. It discusses how to evaluate a business concept from an investor's perspective before moving onto an examination of the practical issues involved, such as writing a compelling business plan and making a convincing presentation.

About the AuthorEvan J. Douglas, Queensland University of Technology and Dean A. Shepherd, Rensselaer Polytechnic Institute, New York