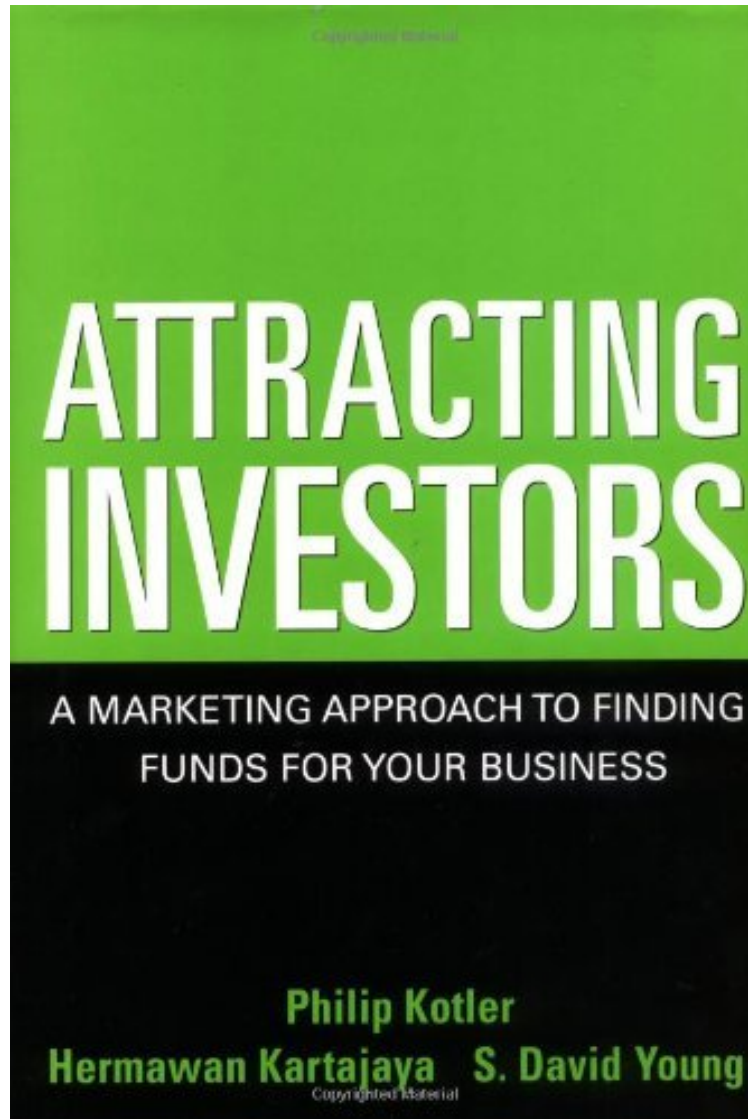


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# Attracting Investors: A Marketing Approach to Finding Funds for Your Business

*Philip Kotler, Hermawan Kartajaya, S. David Young*  
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will admit that I have been preparing for great entrepreneurial expansion for many years. I have focused on knowledge acquisition and application in cutting edge business development for a long time. So, within a week of reading this book to my online study session, I received a call from an Angel Investor who was serious about helping me to build my business. While I cannot attribute that call to my reading of this book, this study has kept me right on target in the subsequent deeper conversations that make for such a successful transaction. As such, I would wish these insights on anyone who really intends to gain success in accessing investor funds to make your business vision grow. Get the book. Read the book and study the topic. Apply the insights shared and enjoy your own business growth and sustainable development.

2 of 2 people found the following review helpful. Attracting Innocent Buyers By A. Adrian This book is a mix between a light marketing text patched with dated web articles. It might do some good to people thinking about entrepreneurship; it will not be useful to people looking for funding. I ordered the book (\$30 !!) in August 2009 and hoped to find strategies and tactics on how to approach European vs East Coast vs West Coast VC. Instead I've found about the history of VC and about FFF sources of money. Cover to cover: less than 15 minutes. I felt the authors took \$30 from my wallet. Kotler's name on the cover is the main marketing piece of this book. Buy "Raising Venture Capital for the Serious Entrepreneur" instead.

0 of 0 people found the following review helpful. Five Stars By Byron Longino Excellent service thanks for another great book.

Marketing guru Philip Kotler shows entrepreneurs how to market their companies to investors. How can businesses do a better job of attracting capital? The answer: "Marketing!" Marketing expert Philip Kotler teams up with a renowned marketing consultant and an INSEAD professor for this practical, marketing-based approach to raising capital from investors. Based on the premise that entrepreneurs and business owners often don't understand what investors want and how they make their decisions, *Attracting Investors* offers a larger view of the factors involved, and guides both startup and veteran firms in effectively raising capital. Philip Kotler (Glencoe, IL) is the S.C. Johnson Son Distinguished Professor of International Marketing at Northwestern University's Kellogg School of Management, and the author of 35 books. Hermawan Kartajaya (Jakarta, Indonesia) runs MarkPlus, the largest marketing consulting firm in Indonesia, and is coauthor with Kotler of several books, including *Repositioning Asia* and *Rethinking Marketing*. S. David Young (Fontainebleau, France) is a Professor of Accounting and Control at INSEAD in Fontainebleau, France.

From the Inside Flap Raising capital has grown from a finance function into, at least in part, a marketing function. It's never been easier for investors to get in and out of investments, and this forces companies to compete more strategically with each other for limited investment capital. Companies that want to attract capital must now offer investors a compelling value proposition. In effect, they have to market their company to investors in much the same way toothpaste or any other product is marketed to consumers. It is imperative that executives understand the fundamentals of marketing in order to raise capital. They need marketing strategy and tactics to convince investors that their business offers a superior risk-return profile compared to alternative investment opportunities. Until now, little has been written about this sea change in capital investment. In *Attracting Investors*, marketing guru Philip Kotler teams up with Hermawan Kartajaya and S. David Young to offer a practical, marketing-based approach to raising capital. Packed with crucial insight for everyone from CEOs and entrepreneurs to finance students, the book shows readers how to apply the fundamental techniques of modern marketing to the vital task of raising capital. The authors demonstrate how companies can target prospective investors and how best to highlight the strengths of the business as an investment. The fact is, most businesses trying to raise cash don't understand the capital market—and approach it far too simplistically. Investors must be approached just like any other consumer. *Attracting Investors* shows leaders of start-ups and megacorporations alike how to win over the investor—and attract the capital they need to succeed.

From the Back Cover Make a compelling case to banks and potential investors! If you are an entrepreneur looking for your first investors, or a business owner or CFO seeking a new source of capital, you need to market your company to investors. Here, renowned marketing expert and bestselling author Philip Kotler, along with marketing consultant Hermawan Kartajaya and INSEAD professor S. David Young, offers essential guidance for capital seekers who understand that capital raising has largely moved from a finance function to a marketing function. Accurately identifying your target investor and effectively highlighting the strengths of your business are now critical to securing the support your business needs. From early-stage financing to borrowing money to issuing stock, *Attracting Investors* shows you how to market yourself and your business to raise funds, and explains why marketing is the key to successful capital raising. This comprehensive book will be essential for small start-ups, as well as established firms looking for new funding sources. The capital game has changed, and *Attracting Investors* is your guide to the new rules.

About the Author PHILIP KOTLER is the S.C. Johnson Distinguished Professor of International Marketing at Northwestern University's Kellogg School of Management, and one of the world's leading authorities on marketing. He is the author of thirty-five books, including *Marketing Management* (now in its eleventh edition) and *Marketing Insights from A to Z*. HERMAWAN KARTAJAYA is the founder and president of MarkPlusCo., one of the foremost strategy consulting firms in Southeast Asia, and has coauthored several bestselling books on Asian marketing, including *Repositioning Asia* and *Rethinking Marketing* (with Hooi Den Huan and Sandra

Liu). He is also president of the World Marketing Association (WMA) for 2002mdash;2004. S. DAVID YOUNG is Professor of Accounting and Control at INSEAD. He is the coauthor of EVA and Value-Based Management and Profits You Can Trust.