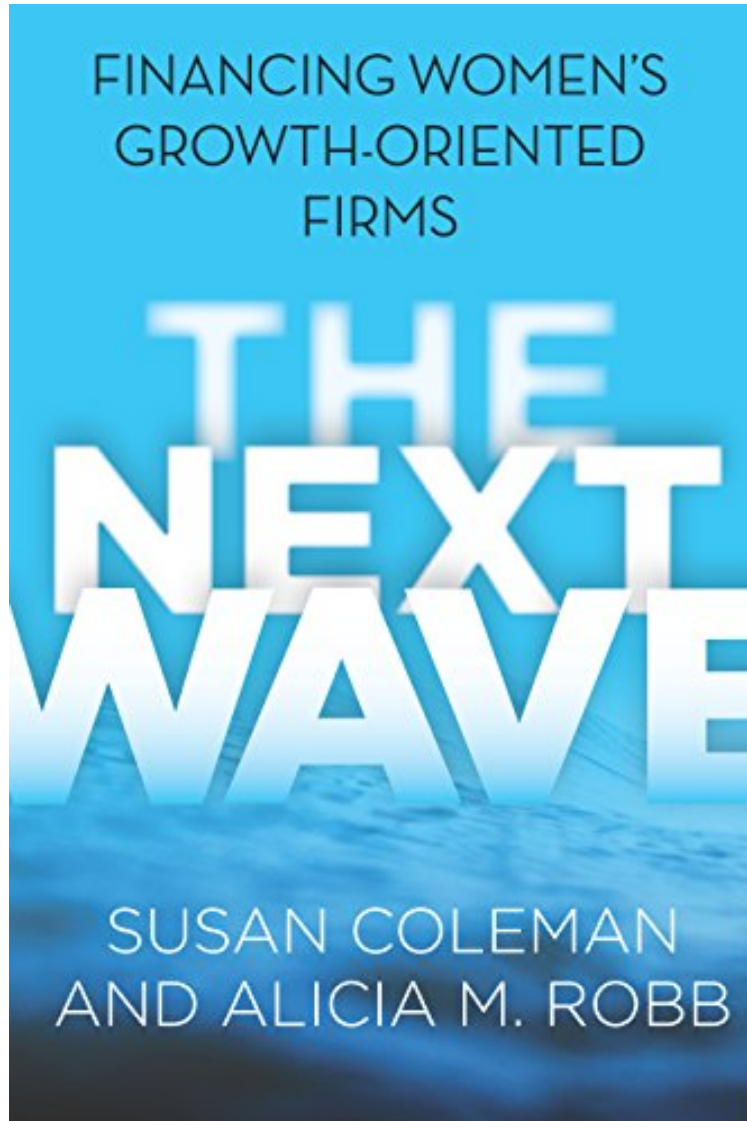


(Library ebook) The Next Wave: Financing Women's Growth-Oriented Firms

The Next Wave: Financing Women's Growth-Oriented Firms

Susan Coleman, Alicia M. Robb

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



+

READ ONLINE

#585136 in eBooks 2016-09-07 2016-09-07 File Name: B01JS6OPO8 | File size: 70.Mb

Susan Coleman, Alicia M. Robb : The Next Wave: Financing Women's Growth-Oriented Firms before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Next Wave: Financing Women's Growth-Oriented Firms:

You may be familiar with the success stories of Spanx, GoldieBlox, and other women-owned businesses that have taken their markets by storm. But, today, only two percent of women-owned firms generate more than one million dollars annually. The Next Wave is here to help women drive up that number. Drawing on the Kauffman Firm Survey

and many other sources, Susan Coleman and Alicia M. Robb cull together data-driven advice for women-owned, growth-oriented businesses as they finance their expansion. They not only consider the unique approaches and specific concerns of female business owners, but also take into account the growing pool of investors who will play a role in selecting and grooming a new generation of women entrepreneurs. Since growth-oriented firms typically require external capital, the investor perspective is critical. Telling entrepreneurs what the research means for them, outfitting them with resources, and illustrating the road ahead with real world cases, this book serves as a pioneering strategy guide for the next wave of women who want to "go big" to bring home their goals.

"Women are the world's greatest under-tapped force for economic expansion. To ensure that women entrepreneurs achieve their potential, we need to change attitudes and policies. We need data, real life examples, and action items to make it happen. Susan Coleman and Alicia Robb provide all three." (Geri Stengel, Founder and President Ventureneer)"In *A Rising Tide* and now *The Next Wave*, Coleman and Robb plot a course for women entrepreneurs to follow. These business leaders are increasingly oriented toward growth, and more equity investors are recognizing that fact. This book provides navigational 'lines of position' and first-person insights that will inspire many." (Julie R. Weeks, President and CEO Womenable)About the AuthorSusan Coleman is Professor of Finance at the University of Hartford's Barney School of Business. She is co-author of *Creating the Social Venture* (2015) and *A Rising Tide* (Stanford, 2012). Alicia M. Robb is Senior Fellow with the Ewing Marion Kauffman Foundation and Visiting Scholar at the University of California, Berkeley and the University of Colorado, Boulder. An angel investor and mentor to young firms, Alicia is co-author of *Race and Entrepreneurial Success* (2010) and *A Rising Tide* (Stanford, 2012).