



## Get Backed, Get Big, Get Bought: Plan Your Start-up with the End in Mind

By Colin Barrow

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Get Backed, Get Big, Get Bought: Plan Your Start-up with the End in Mind, Colin Barrow, "Bebo sale to AOL nets founders a GBP290m fortune in 3 years." - March 2008 "Foxtons sale nets founder GBP370m." - May 2007 "L'Oreal buys Body Shop for GBP652m." - March 2006 For entrepreneurs and business owners alike, this is your ticket to serious money. Fact 1: Business is all about making money. Fact 2: Personal satisfaction is great, but it doesn't pay the bills. If your main ambition is to make big money from your business, you're already on the right track. Over 4 million people start up businesses in the UK each year but only 1% become millionaires. Start with the end in mind and you could be one of them. Colin Barrow, bestselling start-up author and business investment specialist, shows you how to shape up for a sale right from the world go: Get Backed - secure big investment Get Big - create real value and strong growth Get Bought - dress the business and negotiate a killer deal With practical advice, tools and stories from those who have...



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