



Financing Your Business Made Easy

Ralph Alterowitz, Jon Zonderman

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Insider tips on every imaginable way of raising

capital for a small business

Financing Your Business Made Easy offers myriad ideas to get financing. The authors discuss the benefits and pitfalls of borrowing from family and friends, with tips on how to keep business relationships separate from personal ones. Dozens of government loan sources are explained in detail. Drawing on their insider knowledge of venture capital firms and angel investors, the authors reveal how to maximize your chances of success. Plus, they provide innovative financing ideas, such as borrowing from suppliers and customers, taking advantage of credit cards, and raising money from employees.

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