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Selling Your Technology Company for Maximum Value: A comprehensive guide for entrepreneurs

Cook Rupert

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Cook Rupert : Selling Your Technology Company for Maximum Value: A comprehensive guide for entrepreneurs before purchasing it in order to gage whether or not it would be worth my time, and all praised Selling Your Technology Company for Maximum Value: A comprehensive guide for entrepreneurs:

0 of 0 people found the following review helpful. Every tech startup CEO should read this bookBy John ViegaThis

book details everything a tech startup CEO should know about how companies are bought and sold. Having done a lot of work buying companies myself, I can say that this book gives great insight into what goes on in the minds of a potential acquirer, and also does a great job of showing CEOs what they can do to make themselves more attractive acquisition candidates. A few days ago, a friend of mine with a successful startup contacted me. He told me that one of his large partners had signaled that it was going to put an offer on the company in the next week, and he wanted to know what to expect and how to react. Having now read Rupert's book, I wish I could have had a copy on hand to give to him. I'll certainly be recommending it to that friend, as pretty much everything I suggested was in this book, with plenty of helpful advice to spare.

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If you want a practical in-depth look behind the curtain at the process as well as the motivations driving the acquisition of tech companies today, this is the book for you. Well written, frank and easy to follow, with case study examples (including enterprise software companies), it makes sense to read this book whether your company is already mature, or you are just beginning your journey. Much of the advice will help you to put in place the professional checks to put your company in the right direction early-on, making you more attractive to acquisition candidates in the long run.

Buy it! 0 of 0 people found the following review helpful. A great book! By Pip
Witheridge
Whether you are thinking of selling your business or planning how to build a successful business or just need some ideas to shake your business up and make it ready for the next stage... this book provides excellent guidance. The author, Rupert Cook, clearly has lots of experience and thus has the right credentials to have put pen to paper on this topic. The book is easy to read, with real life stories to add substance to the very practical and meaningful ideas. I am keeping my copy!

Most technology entrepreneurs start companies and spend years of their lives building them with the goal of generating significant wealth through a successful sale. For many, the sale of their company is a one-off event for which they have little or no experience, but whose outcome can make the difference between true financial security and years of frustration and regret. This book gives honest, practical advice for executives and shareholders of technology businesses on how to prepare their businesses and how to manage and optimise the sale process through to a successful completion for maximum value. The author draws on his direct experience from a 20-year career in technology and corporate finance, but also on the experience of others in the industry - notably, corporate finance advisers and lawyers, corporate development professionals working at some of the most acquisitive large technology companies and entrepreneurs who have sold their businesses. After every second chapter, there is a case study of a technology company that has been successfully sold, written from interviews with the key individuals involved. These give real-life experiences from diverse businesses, ranging from a pre-revenue company sold when its product was still in beta to a \$100m revenue company sold in its fourteenth year. This is a practical guide that can be followed and consulted to give insight into every part of the sale process and to learn from others who have gone through it many times.

About the Author
Rupert Cook has experienced technology corporate finance from every angle over the last 20 years. He understands intimately the aspirations and tribulations of technology entrepreneurs, having worked tirelessly as one of the founding team to build up an IT Training and Consultancy business from scratch in the late '80s, the culmination of which was a successful sale to a UK PLC eight years later. Since then, he has bought and sold technology businesses both as a principal and for clients around the world. He has run fund-raising for early stage businesses and also acted on the other side of the fence as a venture capital investor. Rupert is currently Head of Technology MA at goetzpartners Corporate Finance, a leading pan-European corporate advisory firm. For five years, Rupert was Head of Advisory Services at a technology investment and advisory business, and has twice run his own corporate finance boutiques. Rupert worked at Capgemini PLC for two years in strategic consulting and business development. Rupert has spoken widely at conferences and in the media on the subjects of Economic Monetary Union and Technology Corporate Finance. He is the author of 'Leveraging Competitive Advantage from the Euro', published in 1999 by Financial Times Prentice Hall.