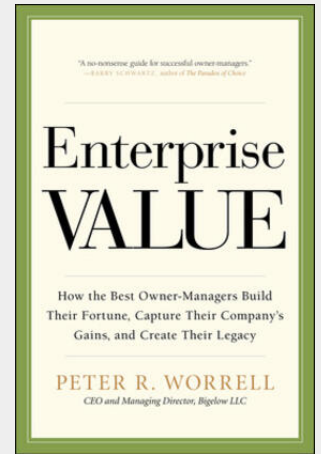


Worrell

## Enterprise Value

How the Best Owner-Managers Build Their Fortune, Capture Their Company's Gains, and Create Their Legacy

Increase the Value of Your Business, Capture Its Value When You Sell, and Build a Positive Business Legacy Are you a private business owner? Do you want to have a wealth creation event someday? What are the things you should do right now to optimize your company's enterprise value? You know firsthand how challenging it is to build and run a company. But how much thought have you put into making your exit when the time comes? Will your business have longevity beyond your personal ownership of it--and how? These are questions too many owner-managers fail to ask themselves until it's too late. If you want to maximize your returns and ensure your company's longevity, you need to start facing the tough issues now. Enterprise Value walks you step-by-step through the most important challenge of your career. The CEO of Bigelow LLC, a renowned private business M&A advisory firm, Peter Worrell has spent the last 30 years helping owner-managers make the right decisions for their future. In this one-of-a-kind guide, he helps you overcome every challenge and make the wisest decisions when you sell your company, while ensuring a positive and generative legacy. Enterprise Value provides the information and expert insights you need to answer the most important questions you will face, including: - How do I assure the longevity of my enterprise beyond my personal ownership of it? - Is my company's industry in or out of favor with institutional investors? - Does my financial performance validate my strategy? - What due diligence must I perform from the outset? - How should I engage my management team? - How do I find the best-fit investor and give him or her a compelling reason to invest now? In short, you need the best business plan to realize your company's enterprise value, and Worrell helps you create it. He provides an overview of the private transaction market and the key players with whom you'll interact, and he helps you prepare for life after the sale. Now is the time to plan for the sale of your business. In Enterprise Value, you will get the expert insights that only a seasoned veteran of private M&A can provide. PRAISE FOR ENTERPRISE VALUE: "Enterprise Value is an excellent playbook for business owners and their advisors, but it is much more than that with its weaving of psychology, life philosophy, and economics. It tackles the big question: 'What do I want my legacy to be?' In that sense, it is a book for an even wider readership." -- Dr. Paul J. LeBlanc, President, Southern New Hampshire University, one of Forbes magazine's Fifteen Classroom Revolutionaries "In this volume, as in life, Worrell serves as expert guide. He has been personally engaged with dozens of owner-managers, and he tells their tales--most notably their struggles with passing on their beloved enterprises--with insight and humor. In so doing, he effectively conveys the contributions of entrepreneurs to our society, employees, and other stakeholders, and the value they create for the common good." -- Richard J. Zeckhauser, Frank P. Ramsey Professor of Political Economy, Harvard University, and Principal, Equity Resource Investments "A no-nonsense guide for successful owner-managers written by a man who has been advising owner-managers for more than a quarter century. This book will help you clarify your goals and then shape your plans to meet them." -- Barry Schwartz, author of The Paradox of Choice and Practical Wisdom "Peter Worrell lays out a road map for all entrepreneurs/owners for how to successfully navigate the road toward building lasting value in their business. He combines wisdom, entertaining stories, and new paradigms to dispel the mystery of creating wealth; he is both insightful and practical. You would be crazy not to read this book if you are an entrepreneur or running a business where a likely alternative would be to sell someday." -- Bill Achtmeyer, Chairman and Managing Partner, The Parthenon Group



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