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Entrepreneur Magazine's Ultimate Guide to Buying or Selling a Business (Entrepreneur Magazine's Ultimate Books)

Ira Nottonson

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Proven strategies to evaluate, negotiate, and conclude winning transactions

Hundreds of thousands of businesses change hands each year. The most successful negotiators understand the perspective and negotiating position of their colleagues around the table. In this invaluable guide, financial valuation expert Ira Nottonson, J.D., shares real-world insights in a straightforward step-by-step process.

Using simple, unpretentious language, he examines the financial aspects of a deal from a variety of perspectives. Recognizing the concerns of all parties--buyer, seller, accountant, lawyer, broker, and lender--equals a negotiating advantage. In addition, you will receive:

- Expert author commentary at the end of every chapter elaborates key pitfalls and opportunities.
- A valuation concept that every businessperson can understand and utilize is provided.
- Self-analysis work sheets help you carefully assess your talents and needs.
- Frequently overlooked, franchise and family succession planning issues are also included.

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