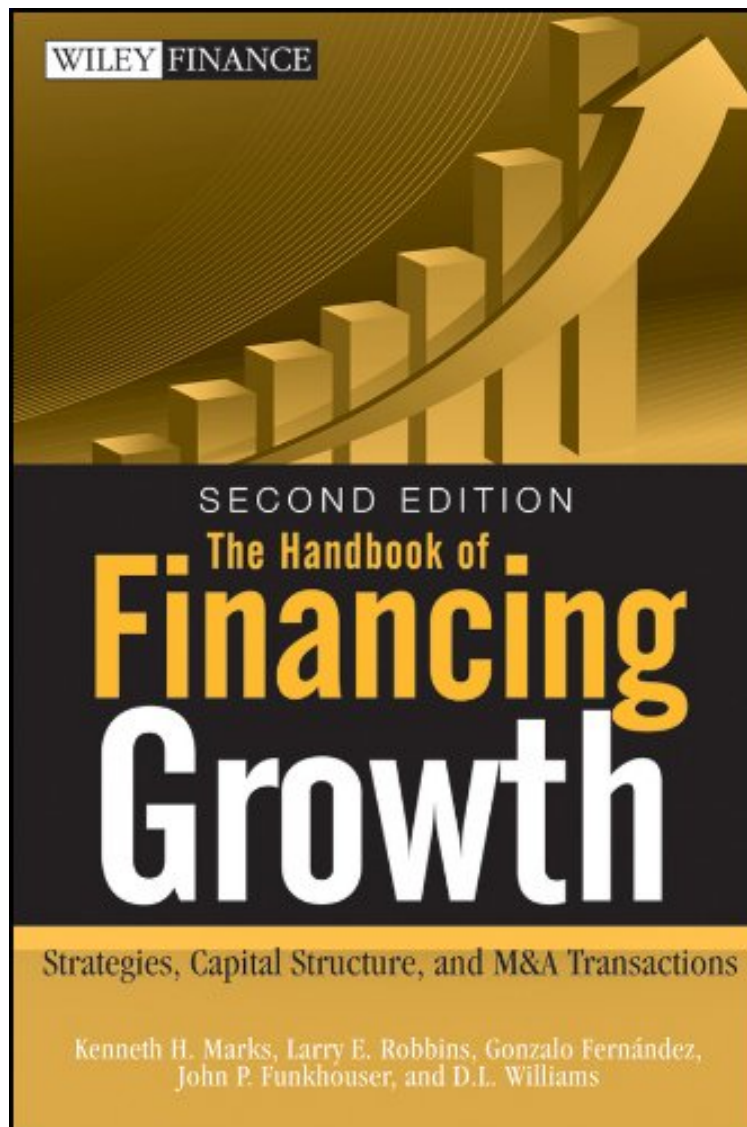


[E-BOOK] The Handbook of Financing Growth: Strategies, Capital Structure, and MA Transactions (Wiley Finance)

## The Handbook of Financing Growth: Strategies, Capital Structure, and MA Transactions (Wiley Finance)

*Kenneth H. Marks, Larry E. Robbins, Gonzalo Fernandez, John P. Funkhouser, D.L. Williams*  
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**Kenneth H. Marks, Larry E. Robbins, Gonzalo Fernandez, John P. Funkhouser, D.L. Williams : The Handbook of Financing Growth: Strategies, Capital Structure, and MA Transactions (Wiley Finance)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Handbook of Financing Growth: Strategies, Capital Structure, and MA Transactions (Wiley Finance):

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Praise for The handbook of Financing Growth "Once again, Kenneth Marks and company have hit the mark with a comprehensive analysis of corporate and commercial finance, which is both readable and up-to-date. This book is a must for any entrepreneur, middle-market company CFO, or graduate student looking for a thorough presentation of real world financial solutions. I highly recommend it." mdash;Barry D. Yelton, Senior Vice President and Region Manager, Federal National Payables, Inc. "This is a valuable tool to anyone raising capital. I've seen firsthand how the current environment is filled with dead ends for those seeking to grow their business. Having a blueprint for the process will save time and resources; two things any growth company can ill afford to spend. By looking at the process and explaining the various components of how capital forms, the authors provide necessary insight toward a productive effort. Anyone considering a capital raise should embark on that journey with this resource." mdash;Christopher Gaertner, Head of Technology Investment Banking, Managing Director, Merrill Lynch "All principals involved in financing their growth should keep a copy of this book handy and refer to it frequently for guidance. It provides clear guidelines and case studies that can be used by any of the 27 million firms in the U.S. that want to grow." mdash;James F. Smith, PhD, Chief Economist, Parsec Financial Management "Ken Marks and team have done a great service here to top management of middle-market companies, their advisors, as well as the investment community in understanding growth financing. This book is a perfect combination of being comprehensive (the glossary alone contains over 650 terms) yet very understandable. Too bad that more books written on this subject aren't written the way this one is." mdash;Bob Grabill, President and CEO, Chief Executive Network "I am enthusiastic about this Second Edition of The Handbook of Financing Growth. The authors have updated chapters throughout and introduced a very useful, 'new project leadership' tool in Chapter 2. I can't imagine a more complete business financing guide. And, because of the tremendous amount of business wisdom contained herein, this book is valuable for its general business planning guidance alone. Highly recommended; a copy belongs in every entrepreneur's library!" mdash;Peter Pflasterer, entrepreneur and founder, JPS Communications, Inc. "Considering the many financing challenges in the midst of our global recession, as a leading trade association for MA professionals, we believe the new edition of The Handbook of Financing Growth is essential reading for any business owner, advisor, or investor. This ambitious sharing of 'hands on' experiences will surely prove to be very rewarding for any decision maker in the private capital marketplace today!" mdash;Michael R. Nall, CPA, CM AA, and founder, Alliance of MA Advisors

"The Handbook of Financing Growth, Second Editionnbsp;remains the most important book on financing to be published in far more than a decade. If there is a way to do a business finance deal, it is covered in this book. Not only does the book explain how to do most all types of financing, it tells you why some companies succeed while others fail. The book is a true reference book that you can turn to when you need an answer, or when you need inspiration."mdash;Marilyn J. Holt, Founder of Holt Capital,From the Inside FlapOver the past two decades, access to capital for emerging growth and middle-market companiesmdash;firms with revenues ranging from zero to \$500 millionmdash;has fluctuated based on broad stock market performance and the liquidity or tightness of the credit markets. Today, despite the current economic turbulence, there is arguably the greatest amount of capital ever focused on emerging growth and middle-market companies. But the hurdles to accessing this capital have never been higher. The Second Edition of The Handbook of Financing Growth has been designed to help leaders and advisors gain a solid understanding of the financing strategies, sources, and transactions that will allow them to excel in such an unpredictable environment. Written by an experienced group of practitioners who operate within this dynamic

marketdash;and fully updated to reflect new market realitiesdash;this reliable resource outlines the full spectrum of funding alternatives currently available to emerging growth and middle-market companies and presents the practical strategies and techniques you need to be aware of when considering the capitalization, growth, or sale of your, or your client's, company. New material found in this Second Edition includes detailed discussions of positioning a business for value creation before the transaction and how your financing strategy fits into the overall plan for growing and raising capital as well as creating an exit. Among various techniques, the authors address buyouts and recapitalizations as two alternatives to create shareholder liquidity and potentially finance future growth. A new chapter on MA addresses the acquisition process and how to fund acquisitions and external growth initiatives, while additional case studies highlight bank financing alternatives and growth equity. In recent years, the capital markets for emerging growth and middle-market companies have quickly evolved. This practical guide will help you adapt to the changes and put you in a better position to succeed in building your business and creating value.

About the Author Kenneth H. Marks is the founder and Managing Partner of High Rock Partners, Inc. He has been involved as a manager, advisor, and board member with over two dozen emerging growth and middle-market companies. Marks was a member of the Young Presidents' Organization (YPO) while growing his first company. He teaches in executive programs at Loyola University Chicago and North Carolina State University. Marks obtained his MBA from the Kenan-Flagler Business School at the University of North Carolina in Chapel Hill and is a Certified Merger Acquisition Advisor. Larry E. Robbins is a founding partner of Wyrick Robbins Yates Ponton LLP, a premier law firm located in North Carolina. He is a leading attorney in North Carolina middle-market financing and MA transactions. Robbins received his BA, MBA, and JD from the University of North Carolina at Chapel Hill. He was also a Morehead Scholar at UNC. Gonzalo Fernandez is a partner with High Rock Partners, Inc. and a retired vice president and controller of ITT's telecom business in Raleigh, North Carolina. He received a BA in accounting from Havana University, Cuba, and wrote the book, *Estados Financieros (Financial Statements, Third Edition)*. John P. Funkhouser has been a partner with two venture capital funds and operated as chief executive officer of four companies in a variety of industries. He worked in commercial banking with Chemical Bank of New York, in investment banking with Wheat First Securities, Inc., and in venture capital with Hillcrest Group. Funkhouser has an undergraduate degree from Princeton University and an MBA from the University of Virginia, Graduate School of Business. D.L. Williams is a managing partner of High Rock Partners, Inc. As a CEO for over twenty-five years, he led three global manufacturing/technology companies through major transitionsdash;two of which he led the buyout of, working with private equity firms. As an advisor, he has worked with companies in numerous industries on growth, operational, and turnaround strategies to create value and implement change. Williams obtained his MBA from the Kenan-Flagler Business School at the University of North Carolina in Chapel Hill.