

The value of your business is closely linked to your ability to sell it. *How to Value and Sell Your Business* will demystify all the ways of valuing and selling your business, taking you step-by-step through assessing its present and future worth, identifying potential buyers, maximizing the selling price and managing the sale process.

You cannot begin to plan an exit from your business too soon. Having a sound strategy in place will make all the difference when you do come to sell up, and will ensure you make maximum profit from the sale.

Explaining technicalities in straightforward language, *How to Value and Sell Your Business* takes you through all the options and highlights the various paths you can take to ensure the best deal possible.

Achieving an accurate assessment of a business's value and having a clear exit strategy are an essential part of effective business planning, even if the sale may be well in the future. *How to Value and Sell Your Business* aims to inform and support business owners and senior managers of private firms that are seeking to value their companies and to release equity through a sale or share offer. The book includes chapters on:

- identifying potential buyers;
- maximizing the company's value;
- developing an exit strategy;
- handling legal issues;
- managing professional advisers;
- surviving a lock-in period.

Written by an experienced business owner in a practical "how to" style, this book considers the strategic issues and provides an accessible explanation of the whole valuation process and the options for sellers. It gives particular emphasis to the legal and financial issues, and provides readers with a level of knowledge that will enable them to talk to business advisers with confidence and make the very best use of the resulting professional advice.

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Business and management

HOW TO VALUE & SELL YOUR BUSINESS Heslop



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RECOMMENDED BY
INSTITUTE OF DIRECTORS

The essential
guide to
preparing,
valuing and
selling a
company for
maximum
profit

Andrew Heslop

Andrew Heslop has bought, developed and sold businesses for profit. Prior to setting up and running his own businesses, He worked for several years as a business consultant with PricewaterhouseCoopers. He now runs workshops on negotiation skills, winning business in competitive pitch situations and selling to large organizations.