



Attracting Investors: A Marketing Approach to Finding Funds for Your Business

Philip Kotler, Hermawan Kartajaya, S. David Young

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Marketing guru Philip Kotler shows entrepreneurs how to market their companies to investors

How can businesses do a better job of attracting capital? The answer: "Marketing!" Marketing expert Philip Kotler teams up with a renowned marketing consultant and an INSEAD professor for this practical, marketing-based approach to raising capital from investors. Based on the premise that entrepreneurs and business owners often don't understand what investors want and how they make their decisions, *Attracting Investors* offers a larger view of the factors involved, and guides both startup and veteran firms in effectively raising capital.

Philip Kotler (Glencoe, IL) is the S.C. Johnson & Son Distinguished Professor of International Marketing at Northwestern University's Kellogg School of Management, and the author of 35 books. Hermawan Kartajaya (Jakarta, Indonesia) runs MarkPlus, the largest marketing consulting firm in Indonesia, and is coauthor with Kotler of several books, including *Repositioning Asia* and *Rethinking Marketing*. S. David Young (Fontainebleu, France) is a Professor of Accounting and Control at INSEAD in Fontainebleu, France.

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