



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

Philip Kotler, Hermawan Kartajaya, S. David Young

Download now

[Click here](#) if your download doesn't start automatically

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

Philip Kotler, Hermawan Kartajaya, S. David Young

Attracting Investors: A Marketing Approach to Finding Funds for Your Business Philip Kotler, Hermawan Kartajaya, S. David Young

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 Katajaya (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 (Fontainebleau, France) is a Professor of Accounting and Control at INSEAD in Fontainebleau, France.

 [Download Attracting Investors: A Marketing Approach to Find ...pdf](#)

 [Read Online Attracting Investors: A Marketing Approach to Fi ...pdf](#)

Download and Read Free Online Attracting Investors: A Marketing Approach to Finding Funds for Your Business Philip Kotler, Hermawan Kartajaya, S. David Young

From reader reviews:

Nancy Hedrick:

What do you think about book? It is just for students since they're still students or it for all people in the world, the particular best subject for that? Simply you can be answered for that concern above. Every person has diverse personality and hobby for every other. Don't to be compelled someone or something that they don't want do that. You must know how great and also important the book Attracting Investors: A Marketing Approach to Finding Funds for Your Business. All type of book can you see on many options. You can look for the internet resources or other social media.

Megan Snyder:

Playing with family in the park, coming to see the coastal world or hanging out with buddies is thing that usually you might have done when you have spare time, subsequently why you don't try factor that really opposite from that. One activity that make you not sense tired but still relaxing, trilling like on roller coaster you are ride on and with addition of information. Even you love Attracting Investors: A Marketing Approach to Finding Funds for Your Business, it is possible to enjoy both. It is good combination right, you still want to miss it? What kind of hang-out type is it? Oh can occur its mind hangout guys. What? Still don't have it, oh come on its known as reading friends.

Jennifer Tomasini:

Are you kind of stressful person, only have 10 or perhaps 15 minute in your day to upgrading your mind ability or thinking skill possibly analytical thinking? Then you are receiving problem with the book as compared to can satisfy your small amount of time to read it because all of this time you only find book that need more time to be study. Attracting Investors: A Marketing Approach to Finding Funds for Your Business can be your answer since it can be read by anyone who have those short time problems.

Jerold Niemi:

Reading a book to be new life style in this year; every people loves to go through a book. When you study a book you can get a great deal of benefit. When you read ebooks, you can improve your knowledge, mainly because book has a lot of information upon it. The information that you will get depend on what types of book that you have read. If you want to get information about your review, you can read education books, but if you act like you want to entertain yourself read a fiction books, this kind of us novel, comics, along with soon. The Attracting Investors: A Marketing Approach to Finding Funds for Your Business offer you a new experience in looking at a book.

Download and Read Online Attracting Investors: A Marketing Approach to Finding Funds for Your Business Philip Kotler, Hermawan Kartajaya, S. David Young #HVVU41CX9KO

Read Attracting Investors: A Marketing Approach to Finding Funds for Your Business by Philip Kotler, Hermawan Kartajaya, S. David Young for online ebook

Attracting Investors: A Marketing Approach to Finding Funds for Your Business by Philip Kotler, Hermawan Kartajaya, S. David Young Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Attracting Investors: A Marketing Approach to Finding Funds for Your Business by Philip Kotler, Hermawan Kartajaya, S. David Young books to read online.

Online Attracting Investors: A Marketing Approach to Finding Funds for Your Business by Philip Kotler, Hermawan Kartajaya, S. David Young ebook PDF download

Attracting Investors: A Marketing Approach to Finding Funds for Your Business by Philip Kotler, Hermawan Kartajaya, S. David Young Doc

Attracting Investors: A Marketing Approach to Finding Funds for Your Business by Philip Kotler, Hermawan Kartajaya, S. David Young MobiPocket

Attracting Investors: A Marketing Approach to Finding Funds for Your Business by Philip Kotler, Hermawan Kartajaya, S. David Young EPub