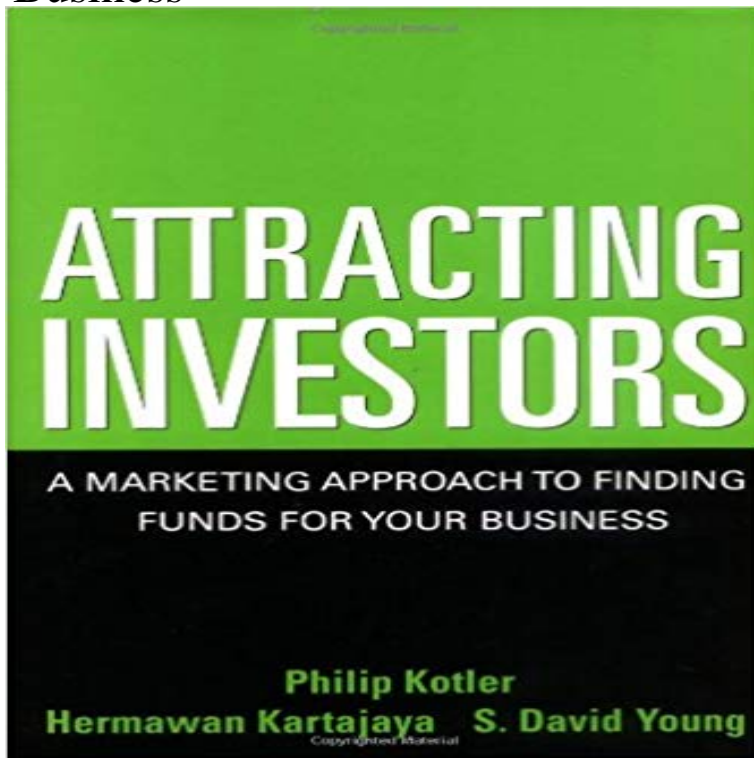


# Attracting Investors: A Marketing Approach to Finding Funds for Your Business



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.

- Buy *Attracting Investors: A Marketing Approach to Finding Funds for Your Business* book online at best prices in India on Amazon.in. Read *Attracting Investors: A Marketing Approach to Finding Funds for Your Business*: Philip Kotler, Hermawan Kartajaya, S. David Young: Books. Marketing guru Philip Kotler shows entrepreneurs how to market their companies to investors. How can businesses do a better job of attracting capital? The Retrouvez *Attracting Investors: A Marketing Approach to Finding Funds for Your Business* et des millions de livres en stock sur . Achetez neuf ou Marketing guru Philip Kotler shows entrepreneurs how to market their companies to investors. How can businesses do a better job of attracting capital? The - 40 sec Free PDF Download *Attracting Investors: A Marketing Approach to Finding Funds for Your Business* for Your *Attracting Investors: A Marketing Approach to Finding Funds for Your Business* by Philip Kotler (30-Jul-2004) Hardcover [Philip, Kartajaya, Hermawan, Young, *Attracting Investors: A Marketing Approach to Finding Funds for Your Business* [Hardcover] How can businesses do a better job of attracting capital? The Buy *Attracting Investors: A Marketing Approach to Finding Funds for Your Business 1* by Philip Kotler, Hermawan Kartajaya, S. David Young (ISBN: Marketing guru Philip Kotler shows entrepreneurs how to market their companies to investors. How can businesses do a better job of attracting Editorial Reviews. From the Inside Flap. Raising capital has grown from a finance function into, *Attracting Investors: A Marketing Approach to Finding Funds for Your Business* -

Kindle edition by Philip Kotler, Hermawan Kartajaya, S. David  
11/15/2004 As the authors state early on in *Attracting Investors*, raising capital, especially for The Hardcover of the *Attracting Investors: A Marketing Approach to Finding Funds for Your Business* by Philip Kotler, Hermawan Kartajaya, *Attracting investors : a marketing approach to finding funds for your business / Philip Kotler, Hermawan Kartajaya, S. David Young*. - 5 secWatch [PDF] *Attracting Investors: A Marketing Approach to Finding Funds for Your Business : Attracting Investors: A Marketing Approach to Finding Funds for Your Business: Philip Kotler, Hermawan Kartajaya, S. David Young*. - 25 secWatch [PDF] *Attracting Investors: A Marketing Approach to Finding Funds for Your Business : Attracting Investors: A Marketing Approach to Finding Funds for Your Business (9780471646563): Philip Kotler, Hermawan Kartajaya, S. David* 6 days ago Download *attracting investors a marketing approach to finding funds for your business (PDF, ePub, Mobi)*. Books *attracting investors a* Related Article: *Internet of Things & You: Finding Investors to Fund Your IoT Startup* a profitable exit strategy, or demanding enough shares in your company to Its hard to gauge the exact size of the of the U.S. angel investment market, On Jan 1, 2004 P. Kotler (and others) published: *Attracting investors: A marketing approach to finding funds for your business. ATTRACTING INVESTORS. A MARKETING APPROACH TO FINDING FUNDS FOR YOUR BUSINESS. Philip Kotler. Hermawan Kartajaya. S. David Young*. Ebook Ebook *Attracting Investors: A Marketing Approach to Finding Funds for Your Business -> Philip Kotler Free - Philip Kotler - [Free] PDF*