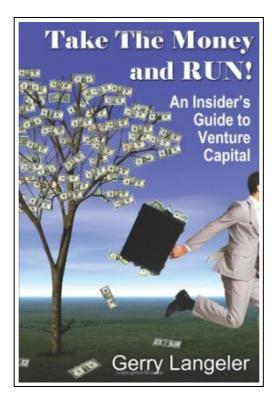
# Take the Money and Run! An Insider's Guide to Venture Capital (Paperback)



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## Reviews

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Lulu.com, United States, 2011. Paperback. Condition: New. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This book is for entrepreneurs who want to realize their vision, want to build a major enterprise, want to change the world. To win, you need two things: cash and speed. You need to get the money and then run like crazy. To get the money, you may want to raise it from venture capital (VC) firms. But the reality is far fewer than 1 in 100 companies approaching VCs ever get to take the money. So, the first section of this book provides a behind-the-scenes look at how VC firms work, and more importantly how they think. You ll get first-hand insight into what you can do to improve your chances and what to avoid that can doom your hopes. The second section of the book will help you run. It covers almost every segment of start-up operations, from product development to financing to staffing to sales and marketing. Gerry Langeler s 30 years as a successful venture capitalist and entrepreneur who raised money from top VC firms, provides the secrets to help you achieve your dreams.

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