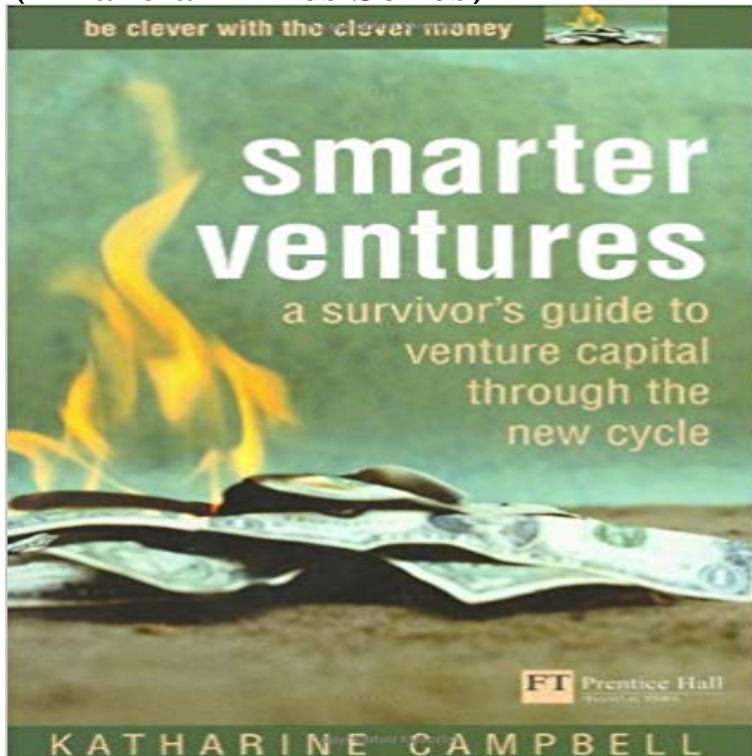


Smarter Ventures: A Survivors Guide to Venture Capital Through the New Cycle (Financial Times) (Financial Times) (Financial Times) (Financial Times Series)



Having the big idea is merely the beginning. Raising and using venture capital is pivotal to the success of many an ambitious new venture, but venture capital is more than money. Its far too expensive to be treated merely as cash, and if used well, far more critical to the successful venture. This can be a daunting process. Smarter Ventures leads you inside the world of European venture capital, and takes you step-by-step through the venture cycle. By holding a mirror up to both sides of the money-raising process, Katharine Campbell shows how entrepreneurs can better understand venture capitalists - and vice versa - leading to more productive relationships and smarter ventures. Katharine Campbell explains how venture capitalists think, what they are looking for and why. Learn how to spot the good -and the bad - investors, and equip yourself with the tools and the knowledge to seal a successful partnership. Smarter Ventures is the bible of the European venture capital market and your complete companion to the venture cycle. Smarter Ventures is essential reading for anyone interested and involved in new ventures and venture capital - whether funding it, using it, providing it or teaching potential entrepreneurs...The book is so complete it is almost a funding cookbook...Anyone involved in enterprise, as a practitioner, venture capitalist or academic, should regard Smarter Ventures as required reading. - Book Review, Financial Times

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