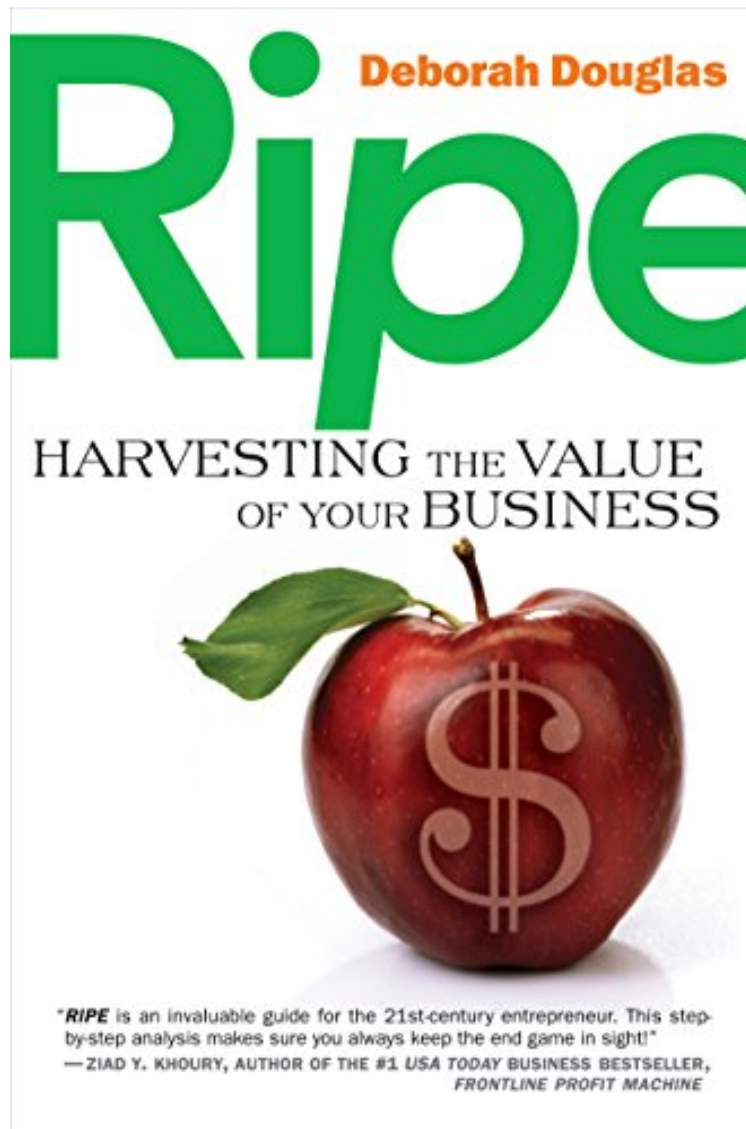


## RIPE: Harvesting the Value of Your Business

Deborah Douglas

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**Deborah Douglas : RIPE: Harvesting the Value of Your Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised RIPE: Harvesting the Value of Your Business:

1 of 1 people found the following review helpful. Very easy reading and informativeBy Randall W.Very easy reading and informative. If you are thinking about selling your business this book helps you understand the process. A must read for the business owner.1 of 1 people found the following review helpful. Honest, forthright and savvyBy Douglas A RassiMs Douglas writings are to the point and on topic. Laced with personal experience and insight. It's the executive summary of business selling.1 of 1 people found the following review helpful. Very InsightfulBy

Robin Another outstanding piece of work by Ms. Douglas. This should be required reading for all business owners! RIPE is not only informative, but is especially enjoyable to read. Job well done.

Right now, there are millions of entrepreneurs out there risking everything for the privilege of owning their own businesses. They pledge their homes and personal assets to get working capital. They work horrendous hours and deal with near-constant stress in order to nurture and grow their cherished projects. Why? Because they are dreaming of the day when all of these sacrifices pay off and they can finally reap the benefits by cashing in and selling off to a larger organization. RIPE: Harvesting the Value of Your Business is a book designed to help make that dream come true. RIPE helps entrepreneurs recognize the knock of opportunity when the time is right and it enables them to maximize that opportunity for a potential grand slam. RIPE is loaded with information demystifying the entire process. A smart entrepreneur understands that you only get one shot in this process, so you need to walk in armed with every piece of information available. RIPE provides the core concepts on which a sound business strategy must be based.

From the Inside Flap Right now, there are millions of entrepreneurs across the world risking everything they have for the privilege of owning their own business. They pledge their homes and personal assets to raise funding for working capital. They work horrendous hours and deal with near-constant stress in order to realize some small amount of growth with their cherished projects. Why? Because they're dreaming of the day when all of these sacrifices pay off and they can finally reap the benefits. RIPE: Harvesting the Value of Your Business is a book designed to help make that dream come true. The purpose of RIPE is to give business owners the tools they need to position their companies to someday realize the rewards of ownership. It will help them to recognize the knock of opportunity when the time is right. And it will enable them to nurture that opportunity for the grand-slam home run of a lifetime! There is no shortage of success stories about people who have sold their companies and have become rich in the process. However, the traditional media rarely divulges the information you need to know about how to do it yourself: How do you find a buyer? How do you protect and keep your company strong during the selling process? How do you negotiate favorable terms for the transaction? And the all-important question of timing- when is it ripe for the picking? RIPE: Harvesting the Value of Your Business is a treasure trove of information demystifying this entire process from beginning to end. A smart entrepreneur understands that you only get one shot in this process, and that you need to walk into a negotiation armed with the best information available. RIPE provides the core concepts on which a sound business strategy must be based. About the Author Deborah Douglas is managing director of Douglas Group, one of the country's most successful middle-market investment banking firms. Douglas Group has successfully sold middle market companies for 24 years, achieving a phenomenal 95% success rate. Douglas began her career as an audit partner with Deloitte Touche, a major international CPA firm, where she became one of the first female partners in the firm's history. She served as President of the National Accounting Association and Chairman of the Missouri State Board of Accountancy, and served on the Missouri Society of CPA's Executive Committee. Ms. Douglas later headed that firm's Midwest merge and acquisition group. She has been published in more than 25 trade and industry publications, and is a frequent keynote speaker at major industry events. Ms. Douglas is active in a wide range of civic and charitable activities. She recently served as Chair to the Girl Scout Council of Greater St. Louis, the nation's largest Girl Scout Council. She has also served in leadership capacities for the Alzheimer's Association, the U.S. Senate Business Advisory Board and the Missouri Women's Forum.