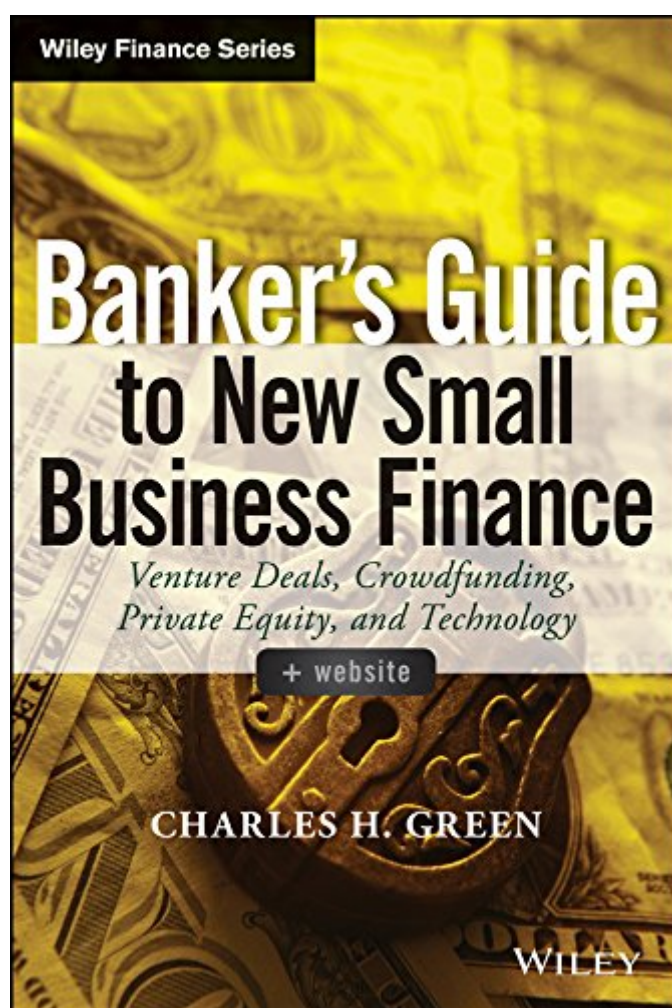


The book was found

Banker's Guide To New Small Business Finance: Venture Deals, Crowdfunding, Private Equity, And Technology (Wiley Finance)



Synopsis

Detailed, actionable guidance for expanding your revenue in the face of a new virtual market Written by industry authority Charles H. Green, *Banker's Guide to New Small Business Finance* explains how a financial bust from one perfect storm—the real estate bubble and the liquidity collapse in capital markets—is leading to a boom in the market for innovative lenders that advance funds to small business owners for growth. In the book, Green skillfully reveals how the early lending pioneers capitalized on this emerging market, along with advancements in technology, to reshape small company funding. Through a discussion of the developing field of crowdfunding and the cottage industry that is quickly rising around the ability to sell business equity via the Internet, *Banker's Guide to New Small Business Finance* covers how small businesses are funded; capital market disruptions; the paradigm shift created by Google, , and Facebook; private equity in search of ROI; lenders, funders, and places to find money; digital lenders; non-traditional funding; digital capital brokers; and much more. Covers distinctive ideas that are challenging bank domination of the small lending marketplace Provides insight into how each lender works, as well as their application grid, pricing model, and management outlook Offers suggestions on how to engage or compete with each entity, as well as contact information to call them directly Includes a companion website with online tools and supplemental materials to enhance key concepts discussed in the book If you're a small business financing professional, *Banker's Guide to New Small Business Finance* gives you authoritative advice on everything you need to adapt and thrive in this rapidly growing business environment.

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Customer Reviews

I had the opportunity to read an advanced copy of this book a month or two ago. Green gives a tremendous amount of insight into the new face of small business lending and what non-bank, alternative (what he calls "innovative") lenders are doing to change the way small business owners find financing. The book is a great read for bankers who want to get up to speed on where the innovation in small business lending is really coming from; and very informative for the small business owner who wants to better understand their banker and their options. He succinctly identifies what I think is the elephant in the room—neither bankers nor borrowers know what they don't know and it makes the small business lending process more difficult to navigate than it needs to be. Spend some time with this book and you will.

Excellent book. We at www.commercialbusinessloans.com highly recommend this book to our clients for understanding the small business finance arena! A must read!

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