

# Buying Your Own Business: Bullets: \* Identify Opportunities, \* Analyze True Value, \* Negotiate the Best Terms, \* Close the Deal

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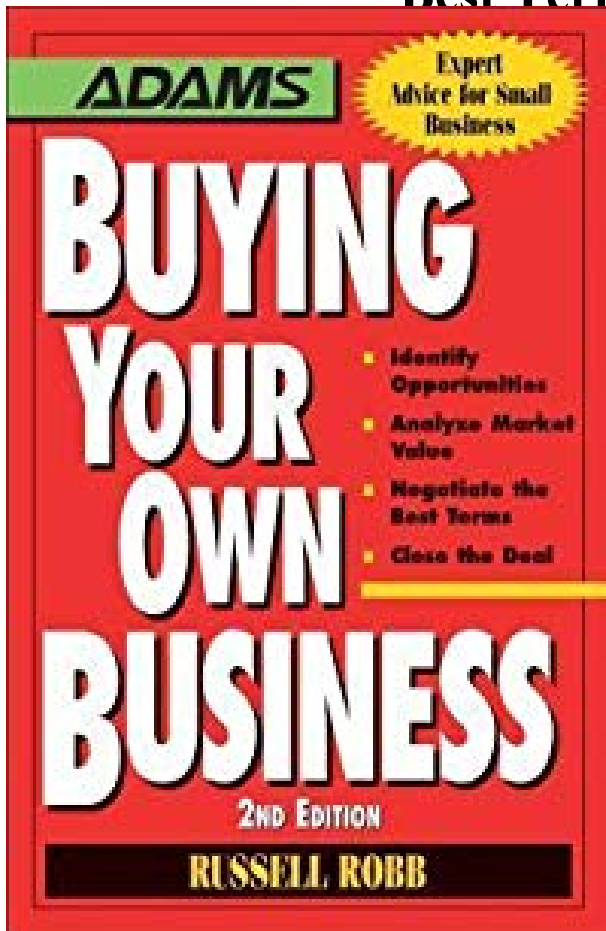
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Buying your own business is the shortest route to realizing that dream-and often financially safer than starting from scratch. Buying Your Own Business, 2nd Edition is the essential reference to reaching your goal. This completely revised and updated guide offers more strategies and tips than ever. You'll learn how to: Identify business opportunities Plan an acquisition strategy Evaluate target businesses Negotiate a fair arrangement Close the deal Also included are completely new sections on how to: Utilize online resources Revitalize a sluggish company Assess a company's strengths and weaknesses Prepare for tax season with up-to-date changes in tax laws. With more than twenty years of experience buying and selling businesses, Russell Robb provides the practical step-by-step advice you need to buy a business-and make it your own! Russell Robb is a twenty-year veteran in the mergers and acquisitions business, providing investment banking and corporate finance advisory services to a wide range of middle-market companies.

He served as president of the Boston Chapter of the Association for Corporate Growth (ACG) and as president of the 9,000-member Association for Corporate Growth International headquartered in Chicago.

Robb is the author of Streetwise(r) Selling Your Business and the first edition of Buying Your Own Business. He is currently the managing director of Tully & Holland, Inc. He lives in Cambridge, MA.