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ATTRACTING INVESTORS: A MARKETING APPROACH TO FINDING FUNDS FOR YOUR BUSINESS



John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Attracting Investors: A Marketing Approach to Finding Funds for Your Business, Philip Kotler, Hermawan Kartajaya, S. David Young, Marketing guru Philip Kotler shows entrepreneurs how to market their companies to investors How can businesses do a better job of attracting capital? The answer: "Marketing!" Marketing expert Philip Kotler teams up with a renowned marketing consultant and an INSEAD professor for this practical, marketing-based approach to raising capital from investors....

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- Authored by Philip Kotler, Hermawan Kartajaya, S. David Young
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