



Valuing Your Business: Strategies to Maximize the Sale Price

Frederick D. Lipman

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Knowing the true market value of your business -- even before the business is officially for sale -- is essential. But to understand the complex issues behind business valuation, you need the trusted guidance of someone who knows how this process works.

In *Valuing Your Business*, Frederick Lipman -- a corporate attorney and former Wharton lecturer with more than forty years' experience in M&As, sales of companies, and IPOs -- reveals the proven strategies for managing valuation before selling a business.

This straightforward guide leads you through the entire process from beginning to end, addressing topics such as:

- How to enhance the value of a business
- Hidden costs and pitfalls to watch for and avoid
- Where to find expert attorneys and accountants
- Techniques for negotiating a deal that will maximize the sale price while avoiding unnecessary taxes
- Strategies for marketing a business to buyers without alarming staff, suppliers, competitors, and the media
- And much more.

If you're selling or contemplating selling a business, *Valuing Your Business*, is the only book you'll need.

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