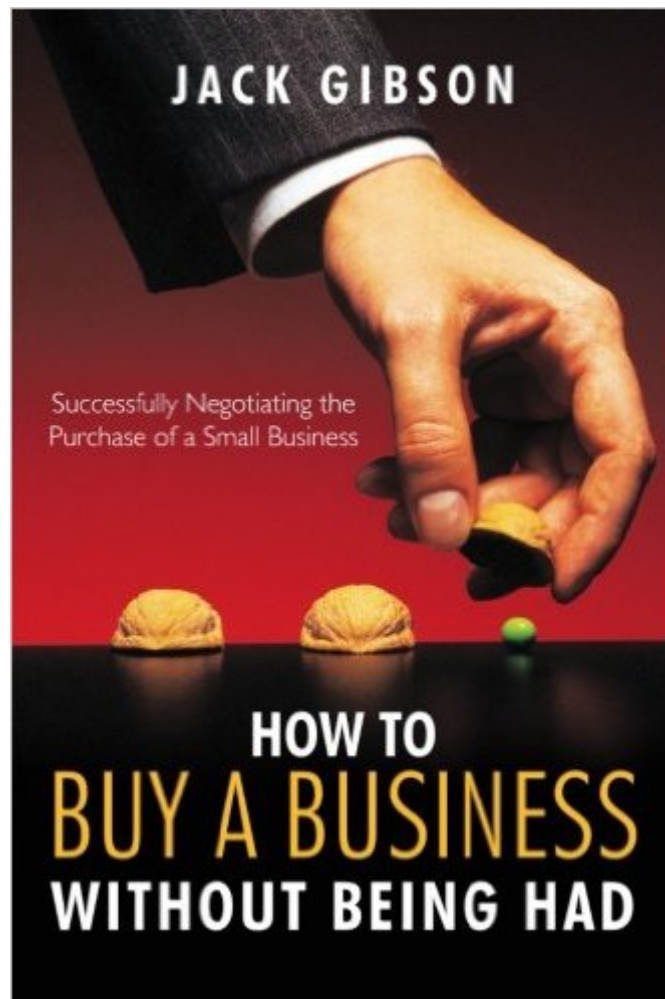


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# How To Buy A Business Without Being Had: Successfully Negotiating The Purchase Of A Small Business



## Synopsis

Before you start wading through the buying process, it's imperative to learn about common pitfalls that often trip up unwary buyers and how to determine a fair value for a business that attracts your interest, even businesses that at first glance appear to have little or no reported earnings. Mr. Gibson, who has been helping buyers and sellers for more than thirty years, helps you do your due diligence. Make it a point to gain all the knowledge you can as you think about one of the most important financial decisions of your life. Learn what constitute the elements of value, why adjustments to financial statements are important and how to determine the accuracy of financial statements. Gibson also describes how to prepare a purchase contract that will protect your interests and ensure a smooth closing. You'll read case studies that help you discover if profits are overstated or, maybe, understated as in the case of "hidden" assets. And you'll read comments from experienced business owners who wish they had known more about how to avoid the common mistakes many buyers make. The book also contains a useful study and discussion guide.

## Book Information

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## Customer Reviews

I know this book is titled "How to buy a business without being had" but it also proves to be a valuable resource when selling a business. This book allowed me to sell my business for top dollar. The knowledge gained from the book allowed me to explain in detail to the seller why and how I arrived at the price of the business. That detailed explanation allowed me to get my full asking price without the hassle of extensive negotiations. Buying a business is a huge undertaking. This book will help you uncover what you are truly buying and avoid any pitfalls that may come up during the

purchase. The authors experience is very evident as he provides many real life examples to help you understand the various concepts and strategies presented in the book. I would highly recommend this book to anyone buying or selling a business.

I have had the privilege of meeting this author. His passion for helping others in business is quickly evident when he shares his stories. As a new business owner, I highly recommend that you use this book as a guide to help you build a business that buyers will be excited about finding. The information Jack Gibson shares about buying a business is rarely considered until that day you decide to sell. Read it now, refer to it often and when that day comes, you will surely get top dollar for your business. If you're in the market to buy a business, this book pulls the curtains back and helps you assign value or liability to what you're seeing. Contrary to what the Wizard of Oz said, you really must pay attention to what's behind the curtain.

This is a must read for anyone thinking about buying a business. Using case studies and simple, easy to understand language, Jack Gibson lays out the common missteps made by people buying a business and how to avoid them. Jack Gibson's 30+ years of hands-on experience assisting buyers of small businesses comes through. This book is easy to read, yet provides detailed information and tools as well for those wanting to go deeper.

I have ordered a few other books related to buying a business and how to perform a valuation. Several books are meant for college level courses and include ridiculous methods that would never apply to buying a small business. Several of these "text" books are thousands of pages with crazy formulas that may be used to buy a fortune 500 company. This is not that type of a book. This book applies real world examples and simple terminology for anyone who is looking to buy a small to medium size business. If you have ever spoken to a business broker and asked for financials, you know that typically the results are messy and never perfect. This book explains how thorough you still have to be and different ways of valuating a company. Great book.

I have looked at a lot of books on this topic and this one is by far the best. Not just \*packed\* with specific, useful information but also very clear to a non-expert. It is well written and full of useful examples. The author has a lifetime of experience to share. I cannot understand why, when searching 's site, it took so long for this book to come up.

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