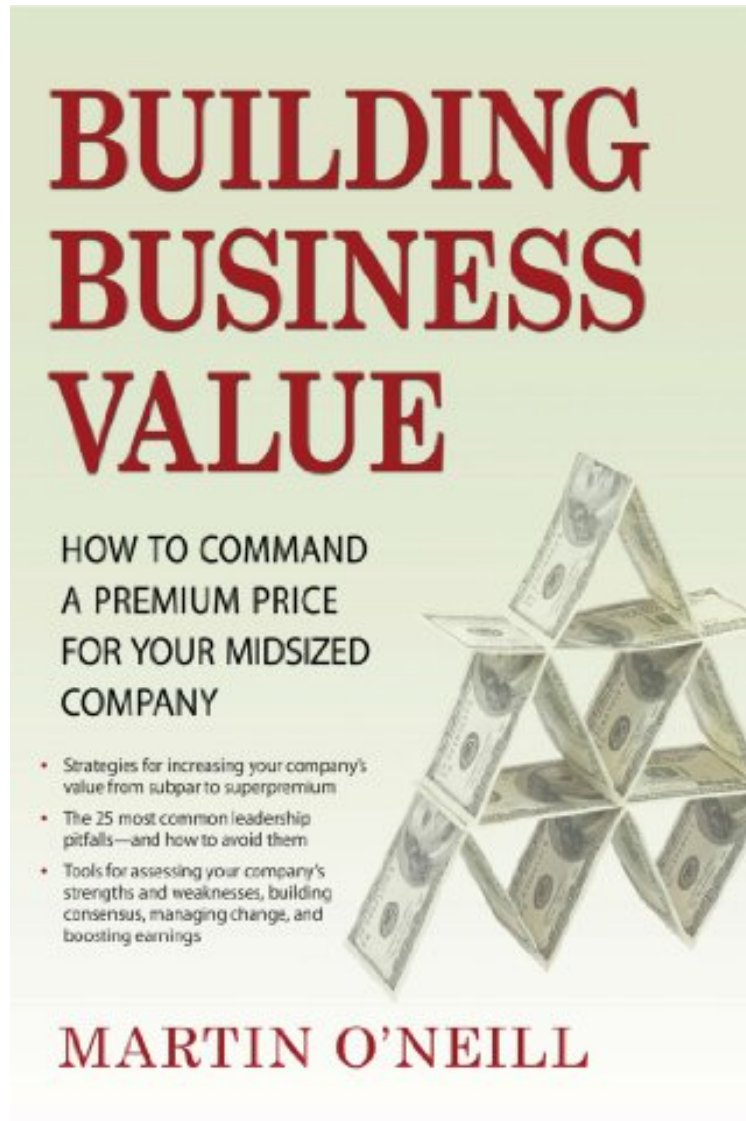


# Building Business Value: How to Command a Premium Price for Your Midsized Company

*Martin O'Neill*

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**Martin O'Neill : Building Business Value: How to Command a Premium Price for Your Midsized Company** before purchasing it in order to gage whether or not it would be worth my time, and all praised Building Business Value: How to Command a Premium Price for Your Midsized Company:

0 of 0 people found the following review helpful. Any business owner will benefit from going through this bookBy Reg Nordmans part of my ongoing pricing research I was lead to this book. It does exactly what it says it does. In a

well thought out style the author leads you through the internal and external drivers that determine the value of your company. Very telling advice was, "If you drive to increasing company value, you can exit at any time". Any business owner will benefit from going through this book and answering the questions the author asks. We see too many companies who would be rockets if they just asked themselves a few simple questions. Well written, good notes and through bibliography make this a long term reference book for the business owner. I especially liked his way for describing what good was, then pointing out how to measure how good your company was, the major ways that people fail and how to prevent that. 0 of 0 people found the following review helpful. Building Business Value By B. Lam O'Neill brings the most-overlooked aspect of business value to the foreground in this essential, informative read. Business value, O'Neill writes, is generated not only by products and services, but by investing in a company's leadership and operational effectiveness. The lesson for finance professionals, bankers, and investors charged with advising small to mid-market CEOs and leadership teams in growing and selling a business is simple: You can let the buyer profit from improving your operation, or you can take those steps now and reap the rewards when it comes time to sell. Even if it's not quite time to sell, owners will learn from O'Neill's advice and experience to develop banking and investor relationships for the future. I refer to the pages of O'Neill's book often as a finance leader at a mid-size company as we grow and transform. Building Business Value is the best value consultant you can hire. 0 of 0 people found the following review helpful. A Must Read for any Value Minded Manager By Jonathan K. Kesler This is a "not to be missed, must read" for any manager interested in creating value in their organization, whether or not the company is on the auction block. I'm particularly impressed with the way the "Eight Internal Dimensions of the Enterprise Value Drivers" are laid out. I'm applying O'Neill's terminology this week with a federal agency client that is pulling in best practices from private industry. By re-wickering the drivers just slightly to integrate the stewardship of public funds, they will hit a home run with the Obama administration's push to drive accountability and transparency in government. "Building Business Value" drives home the importance of using good common sense, applying transparency in process and operations, and truly embracing your workforce to develop a value-oriented culture, regardless of your market space or business sector.

Are You Building Maximum Value in Your Business? Why do some companies sell for a superpremium price while others don't? And if you are an executive of a midsized company, what do you need to be doing right now to build business value and command the highest possible price for your company? Successful business leader Martin O'Neill says it's time for leaders of midsized companies to make building business value their number-one priority. Building Business Value presents helpful tools and strategies for executives, founders, managers, and entrepreneurs of companies with revenues from \$5 million to \$100 million to build premium value in their company. Discover how to - Assess your current situation - Paint a compelling picture of the future - Build alignment among the leadership regarding that future - Develop specific transformational initiatives that will build real value "The success of my company is a testament to Marty's principles in Building Business Value. In the end, the value that we created for employees and customers, as well as owners, far exceeded our highest expectations." --Norm Snyder, CEO, Conquest, Inc. (Boeing) "A terrific road map for the most underserved area in business: creating value. Marty provides a disciplined approach to getting your company thinking about the future instead of the day-to-day blocking and tackling." --Don Charlton, President, Gratis Internet, and cofounder, InPhonic, Inc. (#1 Inc. 500 company, 2004) "A must-read for any CEO interested in building value. O'Neill will help you take an honest look at your company's strengths and weaknesses as well as provide you the tools necessary to increase earnings and value." --Ray Schwemmer, CEO, CollabraSpace

About the Author Martin O'Neill runs Corsum Consulting, which focuses on one goal: helping companies build value. Martin teaches entrepreneurship classes at the University of Maryland. He is a frequent speaker and consultant on leadership, corporate culture and building enterprise value and is the coauthor of Act Like an Owner (Wiley '99). As a business operator, Martin started and sold a company, positioned another for a leveraged buyout and helped a third sell for a significant premium. Martin lives near Annapolis, MD on the Magothy River with his wife and their three children.