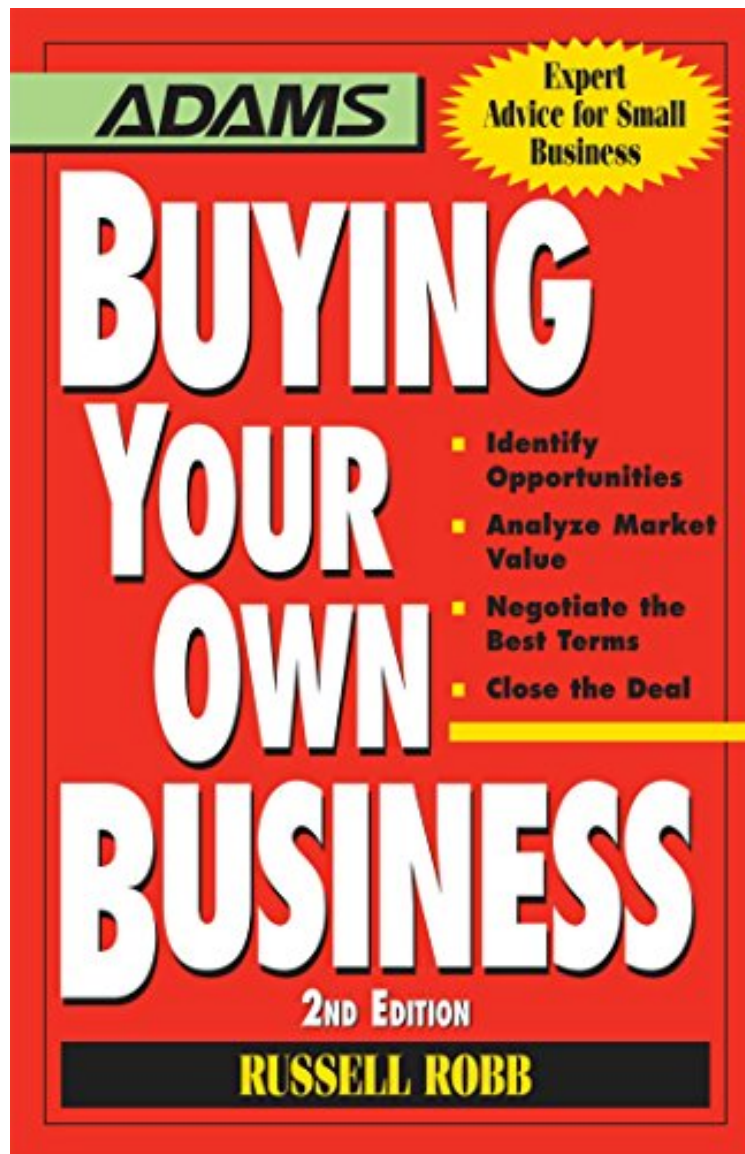


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Russell Robb

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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.

About the Author Russell Robb is a 20-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 is a published author of two business books *Buying Your Own Business* and *Selling Your Business*. He is currently a director of The Hamilton Trust, the oldest investment club in the United States.