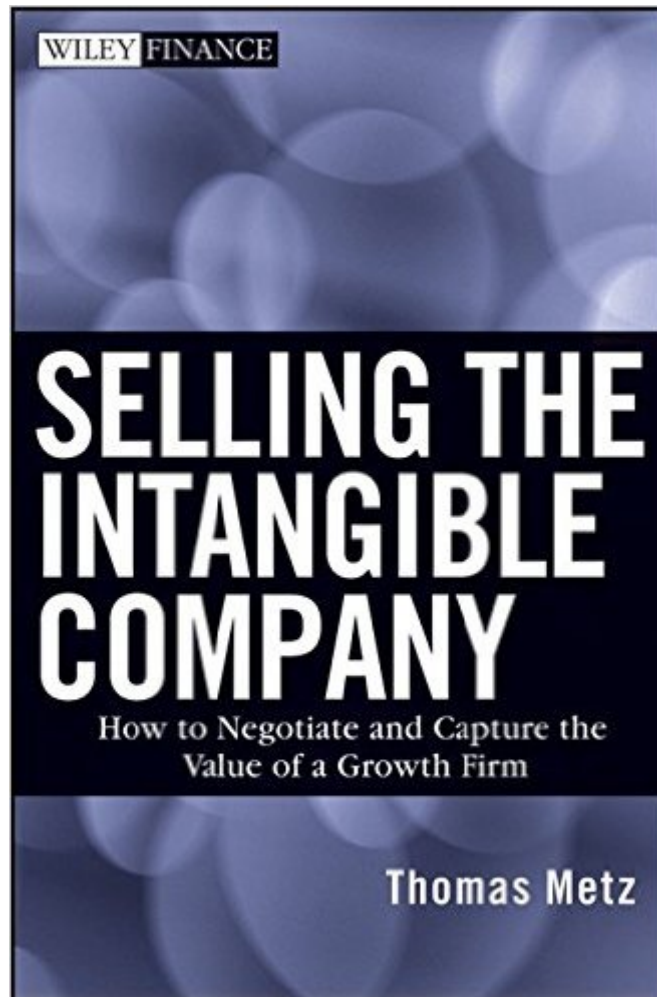


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# Selling The Intangible Company: How To Negotiate And Capture The Value Of A Growth Firm (Wiley Finance)



## Synopsis

In *Selling the Intangible Company*, Thomas Metz helps entrepreneurs and venture capitalists to better understand the process of selling a company whose value is strategic. He addresses all the key issues surrounding the sale of a company in which the value is in its technology, its software, and its know-how "but has not yet shown up on its balance sheet. Filled with in-depth insights and expert advice, this book provides essential information for business professionals and technology CEOs who need to understand the nuances of selling a company with intangible value.

## Book Information

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## Customer Reviews

As an entrepreneur, I have read several books about how to prepare a company for sale and complete the sales process. However, most of the books out there are geared towards people who are selling a traditional "mom and pop" business, such as a local restaurant or dry cleaner. And even if a book focuses on selling larger businesses, the discussion centers around mature firms where determining a valuation and finding buyers is a relatively straightforward process. "Selling the Intangible Company" is different. The author has many years of experience in selling companies with "intangible" value. These businesses typically don't have a long history of predictable cash flows that can be used to value them by applying a multiple of earnings. Rather, their value is in their technology, products and people. For this type of firm, value depends largely on locating a buyer who has a strategic interest in acquiring what the seller has created. Because the perceptions

of value can vary so widely from one potential buyer to the next, it's especially important to execute a disciplined sales process and understand things from the buyer's perspective. This book is an excellent resource for founders and managers of small technology companies, though I can see it being valuable to innovative, non-technology firms as well. Tom's writing style is clear and authoritative, but funny and entertaining at the same time. Perhaps the strongest part of the book is the large collection of "War Stories" that the author has included. In these brief segments, Tom talks about how an actual client of his dealt with a particular opportunity or challenge. Sometimes their stories turned out well, and other times they crashed and burned.

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