

FUNDS FOR YOUR BUSINESS

Philip Kotler Hermawan Kartajaya S. David Young



John Wiley & Sons, Inc.

CONTENTS

Part Three TOOLS FOR ATTRACTING AND KEEPING INVESTORS AND LENDERS 169

6 Strategy: How to Win Investors' Mind Share 171

7 Tactic: How to Win Investors' Market Share 189

8 Value: How to Win Investors' Heart Share 213

Part Four EPILOGUE 235

9 Get Your Marketing Right! 237

Index 241