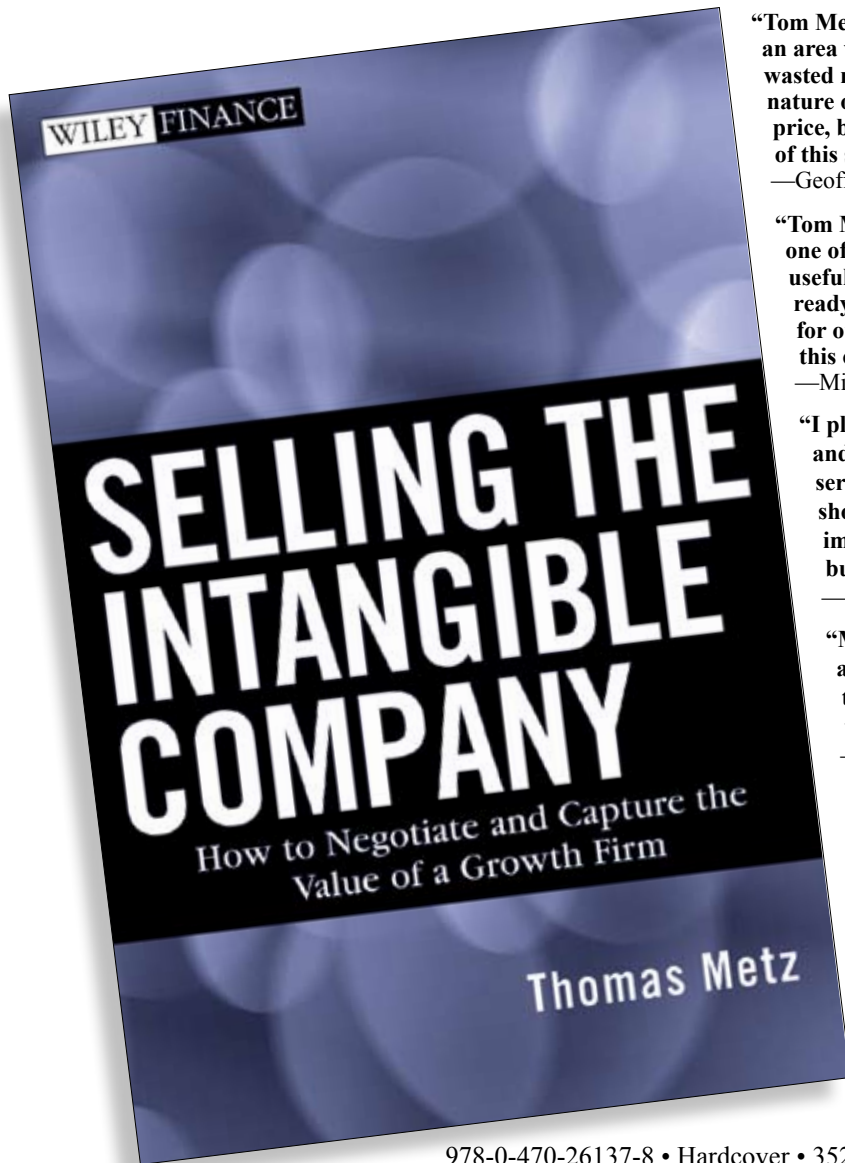


An essential read for business professionals and technology CEOs who need to understand the nuances of selling a company with intangible value.



**“Tom Metz brings a world of common sense and practical expertise to an area where it is desperately needed. Untold wealth and value are wasted repeatedly through buyers and sellers misunderstanding the nature of strategic value and how it translates into not only sales price, but company disposition. If you are entering into a transaction of this sort, you must read this book.”**

—Geoffrey Moore, author, consultant, and venture capitalist

**“Tom Metz has captured the essence of deal-making, in what surely is one of the most readable texts written thus far. Every chapter would be useful for our CEOs who are capturing value by partnering or getting ready to embark on the M&A pathway, and it will be ‘required reading’ for our first-time CEOs. His insights and humor shine through, making this one of the more enjoyable business books available today.”**

—Mike Powell, General Partner, Sofinnova Ventures

**“I plan to provide copies of Tom Metz’s book to my CEOs, CFOs, and fellow board members requesting a discussion of it well before serious shareholder liquidity becomes a possibility. In his relatively short book, Tom has provided a very complete discussion of the important aspects of selling any company, but especially one whose value is difficult to determine.”**

—Jim Towne, first recruited president of Microsoft

**“Mr. Metz draws on experience, creativity, process, game theory, and, most of all, empathy in guiding CEOs through the maze of techniques and myriad of paths one can follow during a sell side transaction for small tech companies.”**

—Anil Hansjee, Head of Corporate Development, EMEA, Google

**“Tom Metz has always focused on deals that require creativity to complete successfully. He shows how perception can be more important than analysis and how extrinsic value is in the eye of the beholder. These days, M&A is the path to liquidity in the vast majority of cases and this book helps those concerned to understand the typical factors comprising the deals. Actual ‘war stories’ illustrate different deal scenarios.”**

—PETER L. WOLKEN, General Partner, AVI Management Partners, Los Altos Hills, California, (A Silicon Valley venture capitalist since 1979)

978-0-470-26137-8 • Hardcover • 352 pages  
US \$95.00 • CAN \$105.00 • UK £57.50

**THOMAS METZ** has been a boutique investment banker for more than twenty-five years. He founded T.V. Metz & Co., LLC, in 1983 and has a diverse corporate finance background. Metz’s primary specialization is selling technology, software, and service companies. Previously, he invested venture capital for an investment firm and managed new business projects for Gramark Co., a private holding company. Metz has degrees in mathematics and computer science from the University of Oregon and an MBA from the University of California at Berkeley.

**Available wherever books are sold.**

 **WILEY**  
Now you know.  
wiley.com