



Investor Relationship Marketing for Start-ups

By André Presse

GRIN Verlag Jul 2007, 2007. Taschenbuch. Book Condition: Neu. 211x152x15 mm. This item is printed on demand - Print on Demand Neuware - Diploma Thesis from the year 2001 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,1 (B), Leipzig University of Applied Sciences (Marketing Management), language: English, abstract: The declining stock markets in 2000 and 2001 have made it more difficult for entrepreneurs to obtain the financing for new ventures and have had an impact on existing relationships between young companies and their investors. Investor relationship marketing addressing the specific and varying requirements of investors is crucial as professional investors in particular apply stringent criteria for investments and as it is becoming increasingly difficult for start-ups to raise funds. Entrepreneurs face significant difficulties when acquiring capital for a start-up. Having at their disposal a variety of potential sources founders sometimes fail to chose the optimal alternative. This can impose considerable limitations on growth and development potential, increase the susceptibility to crises and threaten the very existence of the company. Professional management of relationships to potential and actual investors ought to be one of the main focuses of entrepreneurs attention...



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