



# Building Business Value: How to Command a Premium Price for Your Midsized Company

*Martin O'Neill*

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**Building Business Value: How to Command a Premium Price for Your Midsized Company** Martin O'Neill

Are You Building Maximum Value in Your Business?

Why do some companies sell for a superpremium price while others don't? And if you are an executive of a midsized company, what do you need to be doing right now to build business value and command the highest possible price for your company?

Successful business leader Martin O'Neill says it's time for leaders of midsized companies to make building business value their number-one priority.

Building Business Value presents helpful tools and strategies for executives, founders, managers, and entrepreneurs of companies with revenues from \$5 million to \$100 million to build premium value in their company.

Discover how to

- Assess your current situation
- Paint a compelling picture of the future
- Build alignment among the leadership regarding that future
- Develop specific transformational initiatives that will build real value

"The success of my company is a testament to Marty's principles in Building Business Value. In the end, the value that we created for employees and customers, as well as owners, far exceeded our highest expectations."

--Norm Snyder, CEO, Conquest, Inc. (Boeing)

"A terrific road map for the most underserved area in business: creating value. Marty provides a disciplined approach to getting your company thinking about the future instead of the day-to-day blocking and tackling."

--Don Charlton, President, Gratis Internet, and cofounder, InPhonic, Inc. (#1 Inc. 500 company, 2004)

"A must-read for any CEO interested in building value. O'Neill will help you take an honest look at your company's strengths and weaknesses as well as provide you the tools necessary to increase earnings and value."

--Ray Schwemmer, CEO, CollabraSpace

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