



Alternativas de financiación frente a la crisis (Edirectivos) (Spanish Edition)

Carmen Pérez López

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El objetivo de este libro es dar a conocer el funcionamiento de instrumentos financieros habituales, pero poco utilizados por los directivos de las PYMES españolas.

Se describen estas alternativas que existen en nuestro sistema financiero y que pueden ayudar a las PYMES a conseguir obtener lo antes posible la financiación necesaria para seguir funcionando a corto plazo y afrontar nuevos proyectos de inversión claramente viables. Así, el mercado alternativo bursátil, MAB, los Business Angels, el Capital Riesgo, los Préstamos Participativos, las Subvenciones o la intermediación de las Sociedades de Garantía Recíproca, son explicados de forma clara y sencilla, mostrándolas siempre desde la perspectiva de un lector director financiero.

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