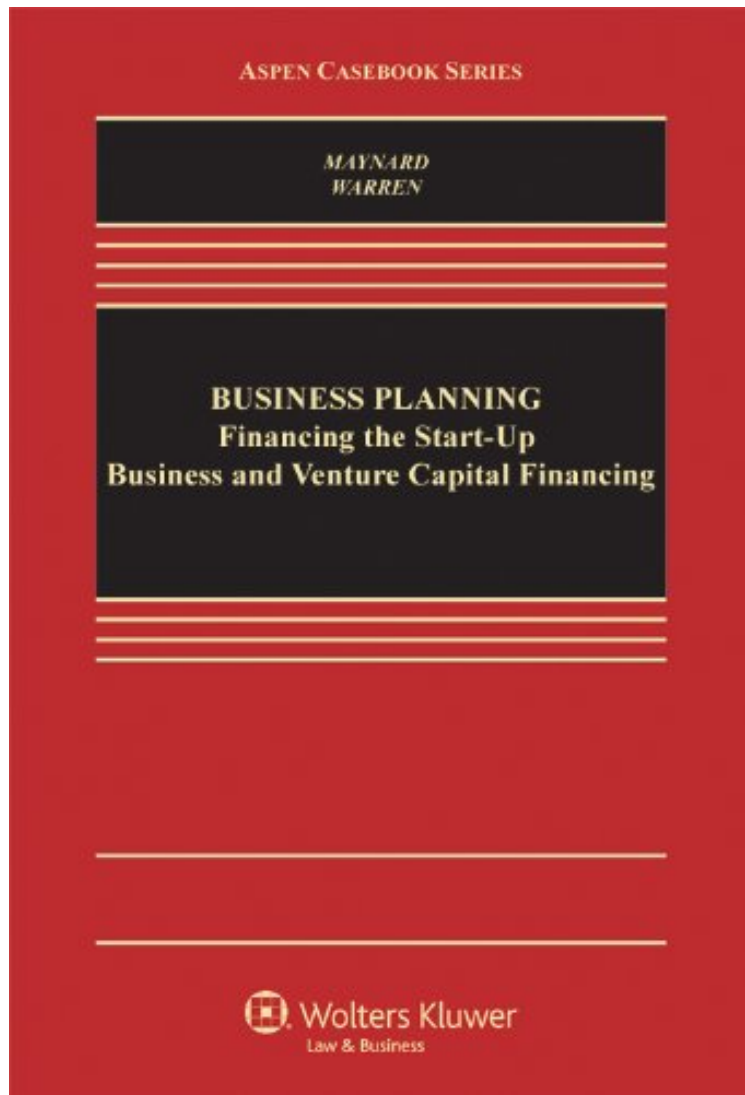


## Business Planning

*Therese H. Maynard, Dana M. Warren*  
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#1291257 in Books Aspen Publishers 2010-04-28Original language:EnglishPDF # 1 10.25 x 1.25 x 7.25l, 3.65 #File Name: 0735577277912 pages | File size: 39.Mb

**Therese H. Maynard, Dana M. Warren : Business Planning** before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Planning:

1 of 2 people found the following review helpful. This is one text you'll want to keep after graduationBy Everyone's A CriticI just wish this course/book had been available when I was in law school -- how refreshing to find transactional law treated as seriously as litigation. Not many law students are exposed to practice in anything other than an adversarial setting, even though not everyone wants to spend a career in court. So for the many attorneys who decide to go into business law/transactional law/representing companies as outside counsel, it's basically a process of learning while you're on the job. Unfortunately, even seemingly straight-forward issues can have far-reaching repercussions,

and few attorneys are lucky enough to have a mentor with the kind of comprehensive knowledge contained in this book, let alone the time, patience, and ability to share it. Even if you can't take the class, or have graduated, if you represent businesses you should consider getting this as a desk reference. 0 of 0 people found the following review helpful. Practical, not perfect By aidin Ghavimi This text book is among the very few that can be used after law school in practice. Unfortunately, like most text books, no answers are provided for the practical questions asked at the end of each section. Really wish law school books would depart from the "figure-it-out model" and more effectively teach students by example.

Through the use of a simulated deal format, *Business Planning: Financing the Start-Up Business and Venture Capital Financing* gives students a real-world appreciation of the "life cycle of a deal." This unique casebook exposes students to the typical life cycle of the types of business transactions that corporate lawyers work on as part of their daily practice. Students will gain a meaningful sense of the role of the lawyer in the deal-making process, including the ethical dilemmas that are common and exclusive to the practice of law in a transactional rather than litigation setting. Written by Therese Maynard, Professor of Law, an accomplished classroom teacher and established author, and Dana Warren, Director of Loyola's Business Law Practicum, who has represented growth companies and venture capital investors for over 25 years, this exceptional casebook: integrates the teaching of transactional lawyering skills with the presentation of new substantive law that is critical to the success of a first-year corporate lawyer practicing in a transactional setting focuses on the use of strategic joint ventures and venture capital funding to finance new, start-up businesses and demonstrates how to analyze both the legal issues and the business considerations that must be taken into account in planning the structure and negotiating the terms of a capital-raising transaction provides prepared graded memo assignments that are representative of the work assignments expected of a first-year corporate lawyer practicing in a transactional setting assignments ask students to apply their mastery of the substantive knowledge in the context of giving advice to the business client who seeks to complete a capital-raising transaction This one-of-a-kind casebook bridges the gap between law school and practice. *Business Planning: Financing the Start-Up Business and Venture Capital Financing* offers a new and innovative approach to educating today's law students so that they will be well prepared to begin the practice of law in a transactional setting.