



Boom Times for Business Owners

Business Author Predicts Major Acquisition Trend: Businesses Poised to Buy Other Companies Pent Up Demand for Well-Run Firms

(Bethesda, MD)—In his upcoming book, author and business attorney Jack Garson says the long economic downturn is poised to give way to a major business acquisition spree by cash-rich companies. Garson’s book, *How to Build a Business and Sell it for Millions* says “this is best time in decades” for those who have started, built and run their own companies—as “people with briefcases full of money will be clamoring to buy those companies.”

How to Build a Business and Sell it for Millions, published by St. Martin’s Press for release March 16, 2010, is a must-read for business owners and those who dream of owning their own companies. With the recession, everyone with a job or a company has been forced to confront harsh economic realities. But Garson has upbeat economic news, revealing that now is “the opportunity of a lifetime” to go into business, or to make vital changes to their current company. The book outlines in entertaining and elaborate detail the vital moves to make your company an attractive acquisition by other firms.

As the founding principal of Garson | Claxton, the prominent Washington, DC-area business and commercial real estate law firm, Jack Garson is an authority on building and selling businesses. He’s been inside some of America’s most successful boardrooms—leading and advising on countless \$100 million dollar deals. He knows why few businesses succeed, and why many fail, often taking the life savings of family and friends with it. Garson has seen the profits and losses, the hirings and firings and all the challenges that occur on the way to sale. With *How to Build a Business and Sell it for Millions*, Garson is sharing that knowledge for all those who own—or want to start their own company.

As Garson sees it, the “next big thing” in business is starting a company, building it up and selling it for a bundle. Why? Business cycles, explains Garson. When real estate crumbled in the early 1990s, investors ultimately turned to technology companies and created the dot.com boom. When that boom went crash, investors renewed their love affair with real estate—and thus was born CONDO-MANIA. Now stocks and real estate

have plunged once again. Battered investors are not about to fall madly in love with either of them for a while. Making money the old-fashioned way, by starting a business, growing it like crazy and then cashing out, is about to come back into style.

Jack Garson is available for interviews to discuss his book, business insights and the latest trends in business ownership. Please contact Marc Silverstein at 410-963-2345 or at marc@onthemarcmedia.com.