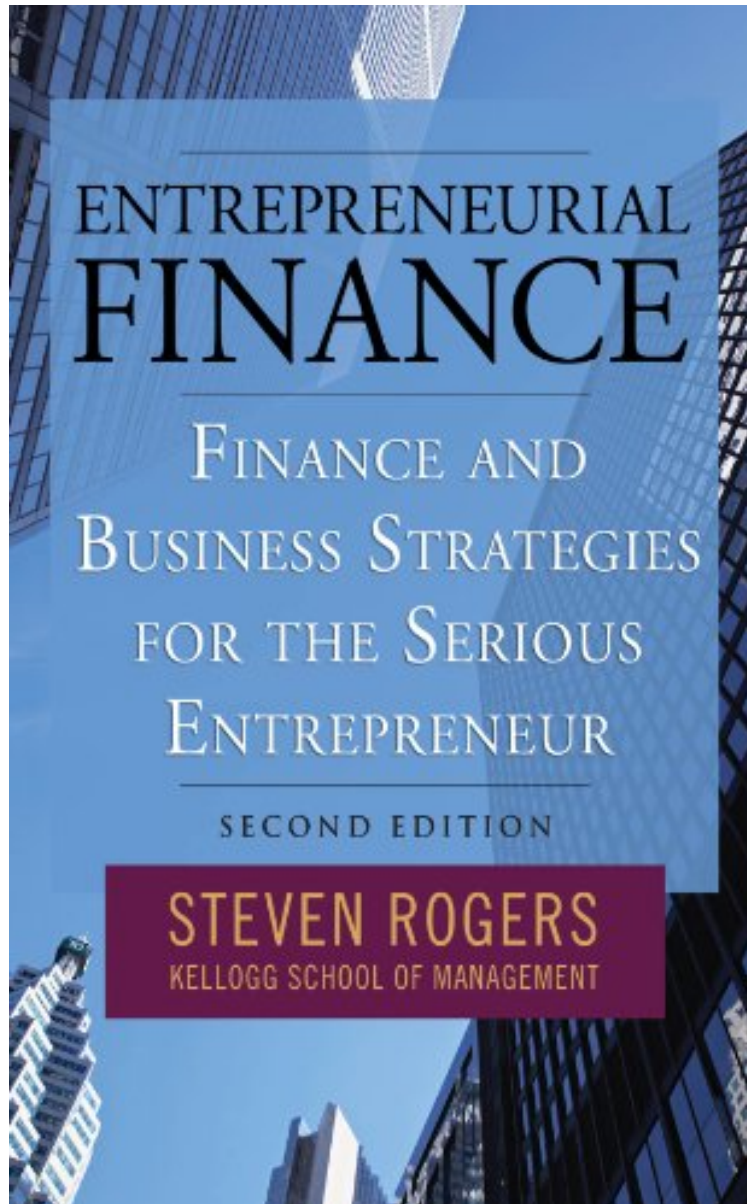


[Read download] Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur

Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur

Steven Rogers

**Download PDF | ePub | DOC | audiobook | ebooks*



[Download](#)

[Read Online](#)

#1095609 in eBooks 2009-01-20 2008-05-01 File Name: B001NLL4HI | File size: 61.Mb

Steven Rogers : Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur before purchasing it in order to gage whether or not it would be worth my time, and all praised Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur:

2 of 2 people found the following review helpful. Must read for small business planning to large start-up planning
By J. Justice
This Harvard School of Business required read was invaluable in understanding the financial mechanics, in actionable detail, on the entire landscape of smaller-than-enterprise business financials. From investments and IPO back to recommended reports and why, through selling the company and many steps in between, this fact-rich and easy reading book (technical but in plain English) is invaluable.
0 of 0 people found the following review helpful.
Perfect except it's not LORD OF THE RINGS!
By Customer
My professor is a finance genius and he recognized the potential this book has to offer his students.
0 of 0 people found the following review helpful. All around Excellent
By Ben
This is the best finance book I have read yet. It does not skip the basics and the examples are easy to follow and are useful. I purchased the book because it was required in a Venture Capital class I am taking and I plan to keep the book for years to come for reference.

To start a successful business, you need a comprehensive toolbox full of effective financial and business techniques at your fingertips. Entrepreneurial Finance provides the essential tools and know-how you need to build a sturdy foundation for a profitable business. This practical road map guides you from crafting a meaningful business plan to raising your business to the next level. It offers potent methods for keeping firm financial control of your enterprise and insightful tips for avoiding the multitude of financial barriers that may block your entrepreneurial dream. Written by Steven Rogers, a leading educator at the prestigious Kellogg School of Management, this reliable guidebook covers: The dual objectives of a business plan and how to ensure that both are fulfilled Differences between debt and equity financing and how and why to use each Real-world methods for structuring a deal to benefit both the financier and the entrepreneur Valuation techniques for understanding what your business is truly worth Essential resources for finding the detailed information you need Entrepreneurial Finance clearly explains the inescapable rules of finance and business by using real-world examples and cutting-edge data from the Global Entrepreneurship Monitor (GEM) research project. It features up-to-date coverage of phantom stock, options, and the state of entrepreneurship in such countries as Canada, Europe, Asia, and South America. This definitive guide is effective in today's business climate, with robust, no-nonsense coverage on everything from the new realities of revenue valuation and the growth of women entrepreneurs to the fallout from the dot-com boom and the impact of Sarbanes-Oxley on corporate governance. Just because you're in business for yourself doesn't mean you're alone. Entrepreneurial Finance helps you create a long-term plan for achieving maximum profit.

From the Back Cover
Proven methods for starting a business today . . . and turning profits well into the future Like all entrepreneurs, you love the rush of launching a new business and the challenge of growing it bigger and bigger. But, to be successful at it, you must diligently mind the down-and-dirty finance and business details that threaten to derail your plans. Entrepreneurial Finance is a complete, one-stop resource for the latest strategies and techniques for minding the books of any type of business. Written by Steven Rogers, the successful founder of numerous businesses and one of the country's leading professors of entrepreneurship, this definitive guidebook shows you how to financially set up and manage a business. You'll learn everything from writing a growth business plan and compiling and understanding financial statements to making a company profitable, valuing a company, and raising additional venture capital. Logically formatted for easy reference, Entrepreneurial Finance covers: Business plans--What they are, what they can do, how to prepare one Financial statements--How to develop them, how to analyze them Money--Where and how to find it, techniques for maintaining positive cash flow Working for yourself will be the toughest job you ever have, but Entrepreneurial Finance makes it easier by giving you a single resource packed with the latest research, insightful case studies, and step-by-step guidelines for what must be done, how to do it, and what to do when things go wrong.
About the Author
Steven Rogers is the Gordon and Llura Gund Family Distinguished Professor of Entrepreneurship at Kellogg. He also teaches at many Kellogg executive programs in the U.S., Toronto, and Hong Kong.