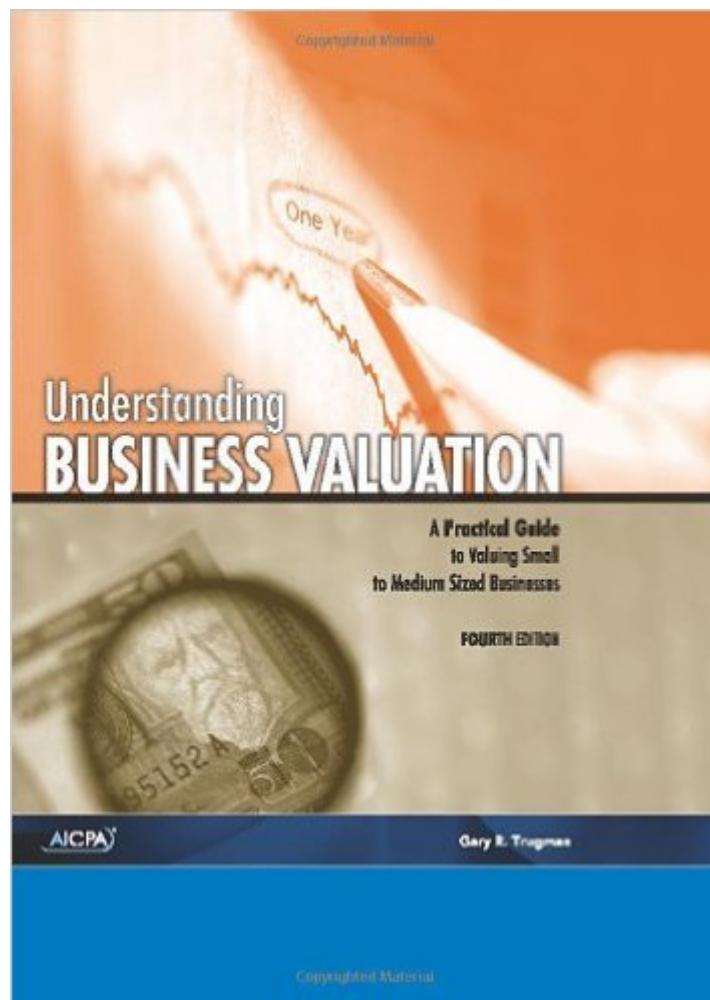


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# Understanding Business Valuation: A Practical Guide To Valuing Small To Medium Sized Businesses



## **Synopsis**

Written by Gary Trugman, *Understanding Business Valuation: A Practical Guide to Valuing Small-to Medium-Sized Businesses*, simplifies a technical and complex area of practice with real-world experience and examples. Trugman's informal, easy-to-read style covers all the bases in the various valuation approaches, methods, and techniques. Readers at all experience levels will find valuable information that will improve and fine-tune their everyday activities. Topics include valuation standards, theory, approaches, methods, discount and capitalization rates, S corporation issues, and much more. Authorâ™s Note boxes throughout the publication draw on the authorâ™s veteran, practical experience to identify critical points in the content. This edition has been greatly expanded to include new topics as well as enhanced discussions of existing topics.

## **Book Information**

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## **Customer Reviews**

Ten years ago, I read the Second Edition of Gary Trugman's *Understanding Business Valuation*, and it helped me learn industry best practices and earn my Certified Business Appraiser credential. Mr. Trugman writes in a plain English, humorous style, and he is deft at explaining complex matters in a way that everyone can understand. This is the mark of a true expert. Now, after ten years in the profession, I'm glad I got his Fourth Edition. It has been updated and expanded with lots of new information, including sections on statistics, forecasting, pass-through entities, and financial reporting assignments. This volume covers everything, with plenty of examples, and I plan to read it from page 1 to page 1116. (This may take a while!) The Fourth Edition is a great reference/refresher for experienced valuation practitioners. It would also be an excellent educational guide to those new

to the profession.

The one I received was good condition!

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