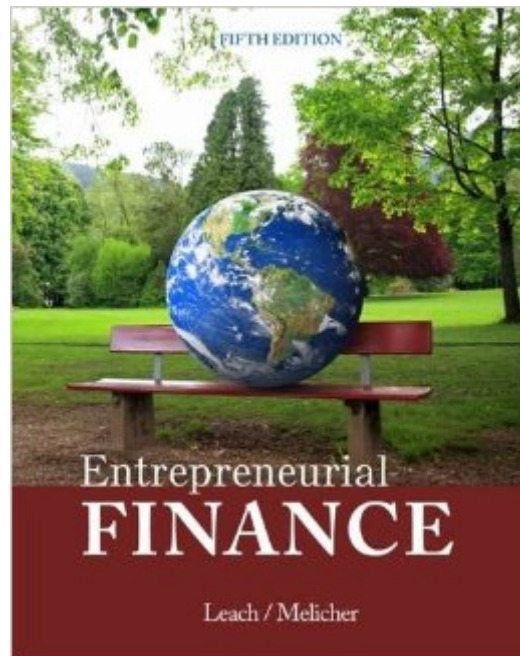


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# Entrepreneurial Finance



## Synopsis

This accessible, reader-friendly text guides you through a complete "life cycle of the firm" as it introduces the theories, knowledge, and corporate finance tools and techniques an entrepreneur needs to start, build, and eventually harvest a successful venture. With a strong emphasis on sound financial management practices, the text explores important issues entrepreneurs face, including how and where to obtain financing, using business cash flow models, and positioning the early-stage company strategically. You will also gain an understanding of how to interact effectively with financial institutions and regulatory agencies that can affect venture growth and enable liquidity for investors. Drawing on real-life entrepreneurial ventures and common financial scenarios, the authors include an in-depth capstone case, numerous mini-cases, and abundant examples to engage your interest and vividly illustrate key concepts such as venture capital funds, institutional investors, strategic alliances, the role of business angels, licensing agreements, and exit strategies. Trust ENTREPRENEURIAL FINANCE, Fifth Edition, to provide the skills and confidence you need for entrepreneurial success in today's markets.

## Book Information

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## Customer Reviews

It had good information, but some of the concepts weren't thoroughly explained. The terminology used isn't consistent with accounting terminology, so it makes it difficult to keep things straight (considering both finance and accounting cover a lot of the same ground for similar reasons). It's definitely more appropriate for more advanced levels of finance, but not so much for a finance introduction.

There are sections of the book where the math in the text does not match the figures in the example (Chapter 6, most notably), and the math in the examples doesn't add up. This makes learning the concepts unnecessarily difficult. There are also terms that should be included in the index or glossary that are not, making it difficult to find information.

This E-Finance textbook covers all of the topics for entrepreneurs in finance, including cash budgets, valuation techniques different than those of corporate finance, and securities law. Some of the topics covered, mainly the pre- and post-money valuation techniques are not explained well and are difficult to grasp without outside help. If you are using this book in conjunction with a class, it will be helpful. If you are trying to learn entrepreneurial finance on your own, you will have some difficulty with some of the contents of this book.

Good book I needed it for my class and it proved useful for quick references. WOrding is not always the clearest as its an advanced book but great reference when working on a project with this type of stuff.

If you are involved in a high-tech startup or you want to run the financial side of such an operation then this easy-to-read textbook makes that job much easier. It is not a regular finance textbook which is designed for firms in which intellectual property is not the prime ingredient. It is for people who need to deal with venture capitalists or screen high-tech startups for financing. The participants on both sides of high-tech finance, those who start companies and those who would like to fund them need to know how financial projections and valuations should be done and how they should be evaluated. For those who would like to learn how Silicon Valley's real main industry of starting companies happens this is an extremely valuable book to have. This text still needs to have a bibliography to point readers to some of the specialized texts needed to deal with writing the business plan, intellectual property law and general legal issues. A lot of very usefull ideas are held by people who don't know how to start companies to bring those ideas to market.

The whole book is in black and white, there is no color pages in this book

Perfect. Thumbs up.

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