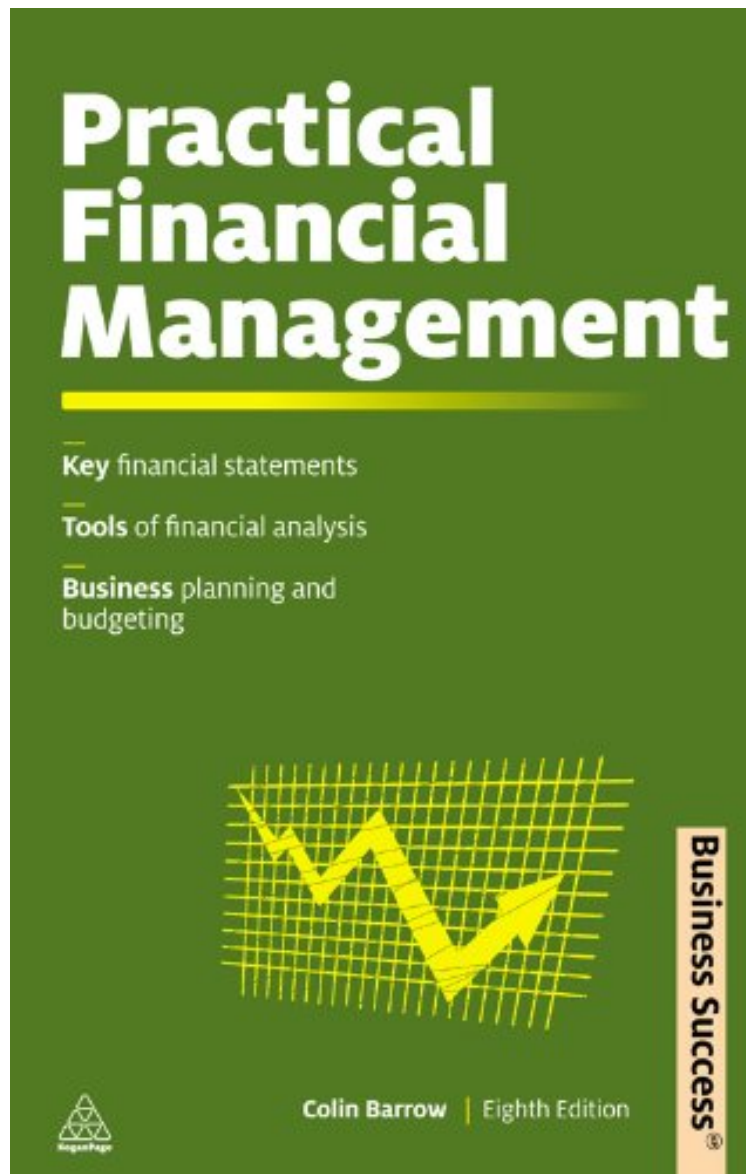


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Practical Financial Management: A Guide to Budgets, Balance Sheets and Business Finance (Business Success)

Colin Barrow

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Colin Barrow : Practical Financial Management: A Guide to Budgets, Balance Sheets and Business Finance (Business Success) before purchasing it in order to gage whether or not it would be worth my time, and all praised Practical Financial Management: A Guide to Budgets, Balance Sheets and Business Finance (Business Success):

Entrepreneurs need to be financially literate. The most common cause of business failure is poor financial control stemming from an ignorance of the basics of business finance. Practical Financial Management is intended to help those who find business finance confusing. Now in its eighth edition, it continues to provide advice on proper financial planning and control, and reinforces essential points through the use of questions within each section. Beginning with an introduction to the key financial statements, it moves on to look at the tools of financial analysis - the keys to controlling a business successfully. The final part of the book deals with business planning and budgeting, a vital area of business finance as most new ventures cannot get off the ground without a business plan, and existing businesses cannot expand. Now with more examples and explanations of key terms, as well as information on loans for small businesses and guidance on how to analyze business accounts, Practical Financial Management is an invaluable read for aspiring entrepreneurs and those already in business. This book could mean the difference between success and failure.

"If liquidity, ROCE and overtrading sound like Dark Arts to you, then Financial Management for the Small Business might help to break the spell." Artisan "Of tremendous help to all those with an interest in this subject - in particular, owners of small businesses." Accounting Technician "Of great value to anyone with little accounting background, and who is responsible for financial management on the smaller scale, from the self-employed to small business owners." Lighting and Sound Magazine "Will help those who find business finance confusing...An essential tool...It could mean the difference between failure and success." Business Executive "A serious primer for SME owners who would appreciate an understanding of their company performance beyond the annual PL and balance sheet provided by the auditors." Business Plus "Provides advice on proper financial planning and control and is...An essential tool for the existing small business or the person considering launching one." Carmartheshire Chamber of Commerce "Advice on proper financial planning and control...An essential tool if you are running a small business or starting one." Commerce and Industry "A straightforward and invaluable reference guide for both the student and the experienced Administrative Manager." Manager "This is a straightforward guide to understanding and managing finances in business...A good all-round book suited to the beginner or non-financial company manager." Lighting Sound International, June 2010 About the Author Colin Barrow MBA was until recently Head of the Enterprise Group at Cranfield School of Management, UK, where he taught entrepreneurship on the MBA and other programmes. He is also a visiting professor at business schools in the US, Asia, France, Ireland and Austria. Previous books published with Kogan Page Ltd include The Business Plan Workbook, Financial Management for the Small Business, The Successful Entrepreneur's Guidebook and Starting a Business From Home (part of the new Business Enterprise series).