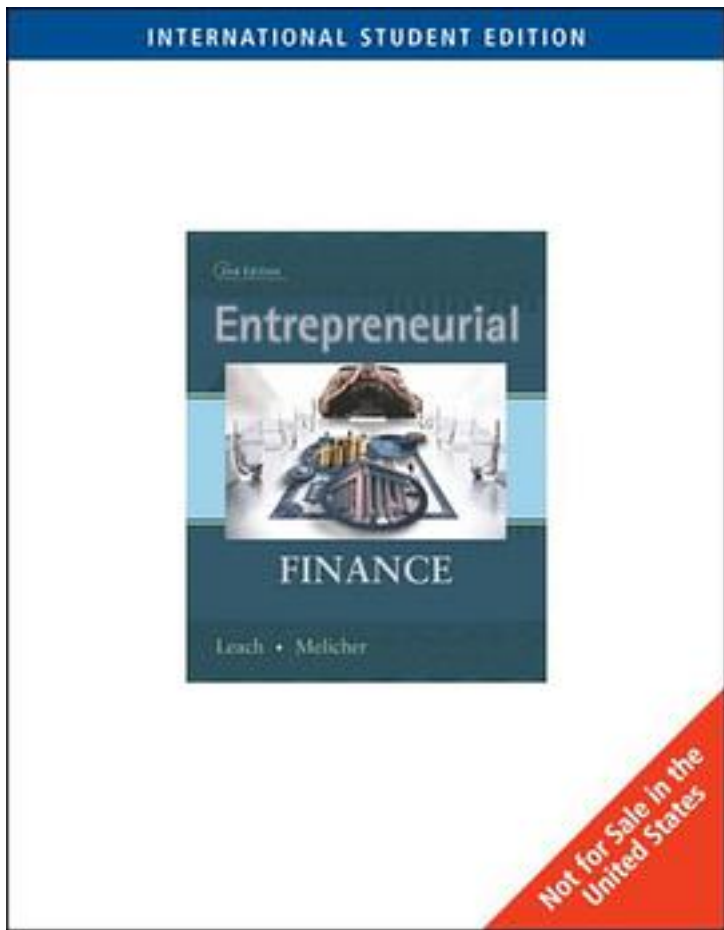


Entrepreneurial Finance



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For many, starting a business can be an overwhelming experience. Understanding the financial aspects of running a business can be even more daunting. Entrepreneurial Finance, Fifth Edition, was written to help a broad range of U.S. business owners

understand the core financial aspects of business entrepreneurship. With plentiful case studies and illustrations, the text clearly explains key financial topics such as financial statements, break-even analysis, working capital management, and time value of money. This edition includes more information on small business administration programs, financing options, succession planning and retirement programs.

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