



Entrepreneurial Financial Management: An Applied Approach

Jeffrey R. Cornwall, David O. Vang, Jean M. Hartman

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This practical text presents an applied, realistic view of entrepreneurial finance for today's changing business environment. It provides an integrated set of concepts and applications, drawing from entrepreneurship, finance, and accounting, that will prepare aspiring entrepreneurs for the world they will most likely face as they start their new businesses. The contents are designed to follow the life cycle of a new business venture, with topics presented in the logical order that entrepreneurs are likely to face them. Although the authors cover venture capital and public offerings, they put them in their proper perspective as unlikely vehicles for most entrepreneurs. The book includes a comprehensive financial spreadsheet template with step-by-step instructions that allows for applications of many of the concepts to actual businesses. This new edition adds a nonprofit version of the spreadsheet, and both templates can be downloaded from the author's website. The book also includes a comprehensive survey of funding sources, including all-new chapters on financing over the life of a venture and financing from the entrepreneur, family and friends.

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