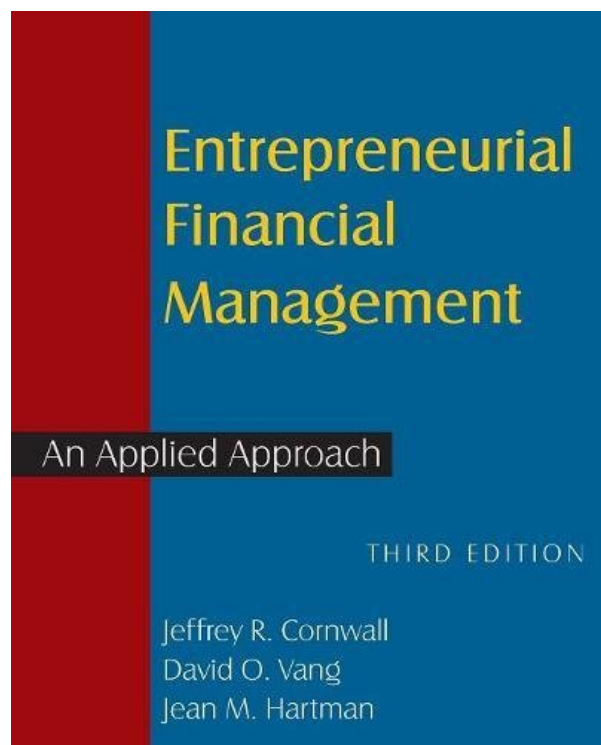
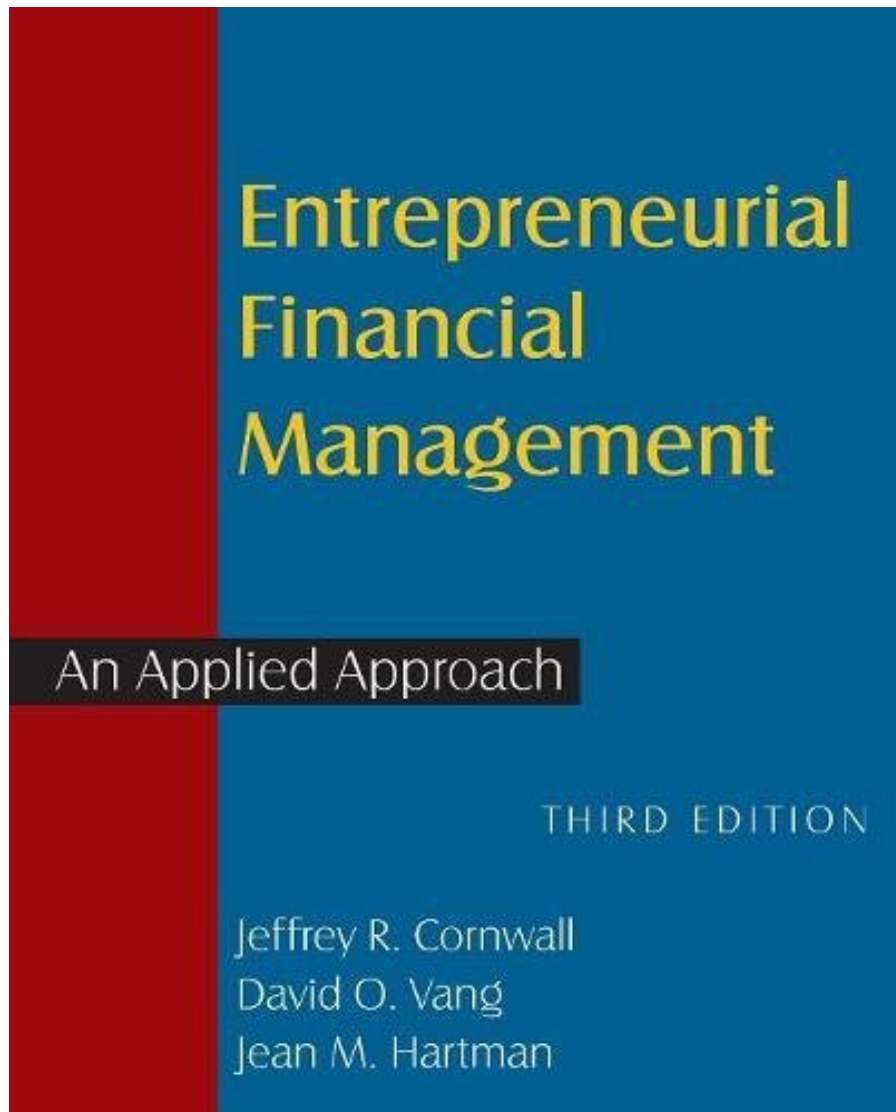


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Review

"With this latest edition, the authors have put together an up-to-date, understandable and comprehensive guide to the rapidly changing world of entrepreneurial finance. It is a user-friendly and pragmatic guide to a vital topic. *Entrepreneurial Financial Management* provides a useful survey of the many facets that go into financing a venture from a strategic and operational point of view." --Michael H. Morris, N. Malone Mitchell Chair in Entrepreneurship, Oklahoma State University

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"The acceleration of the business cycle, largely driven by technology, has compressed the development space for entrepreneurial start-ups and, it could be argued, for traditional financial accounting as well. This acceleration has created special problems for entrepreneurial financial management. This volume, which benefits from its combined academician and practitioner authorship, is a valiant effort to deal with these new realities by attempting to align financial management with this new business modeling. Highly recommended. Students at all levels; practitioners; general readers." --Choice

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This new edition of Entrepreneurial Financial Management presents an applied, realistic view of finance for today's entrepreneurs. The book provides an integrated set of concepts and applications, drawn from entrepreneurship, finance, and accounting, that will prepare aspiring entrepreneurs for the world they are likely to face as they start their new businesses.

The book's contents are designed to follow the life cycle of a new business venture. Topics are covered in the order that entrepreneurs can expect to encounter them as they begin the process of business start-up and move into growing the business.

A comprehensive financial spreadsheet template is included with the book. This tool allows for the application of many of the concepts to actual businesses, and can be a valuable supplement to the process of developing a full business plan. The financial spreadsheet templates are available for unlimited free downloads at Professor Cornwall's blog site: www.drjeffcornwall.com.

Key Changes in the Third Edition

- The authors have added material on how the book's financial templates align with business modeling.
- The financial templates have been updated and now include more up-to-date assumptions on benefit costs.
- There is updated coverage of debt and equity financing due to new regulations and evolving investor expectations.
- The bootstrapping chapter has been revised to reflect the explosion of social media and its impact on bootstrap marketing.

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