



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

Colin Barrow

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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.

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