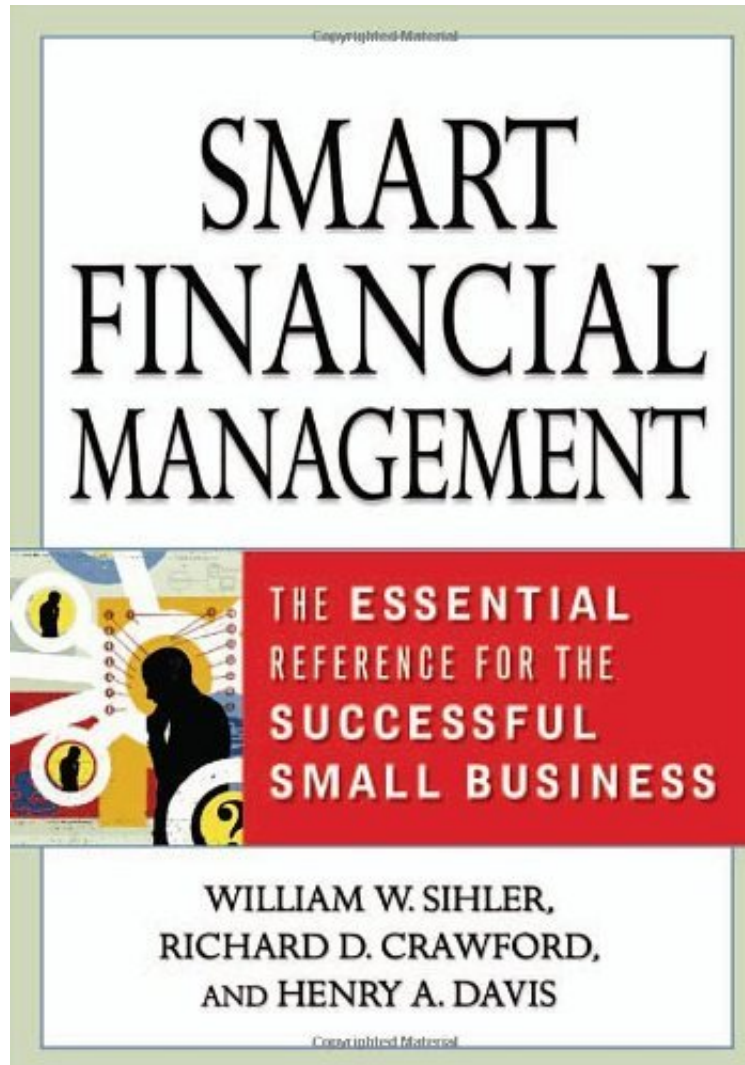


Smart Financial Management: The Essential Reference for the Successful Small Business

William W. Sihler, Richard D. Crawford, Henry A. Davis
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William W. Sihler, Richard D. Crawford, Henry A. Davis : Smart Financial Management: The Essential Reference for the Successful Small Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Smart Financial Management: The Essential Reference for the Successful Small Business:

2 of 3 people found the following review helpful. ick - but maybe helpful if you're into this sort of thingBy Mark YoungkinI had this for a graduate class in financial management and found it as obtuse as any text I've ever read academically. If this was intended to be a text in finances for non-financial people, it was a poor choice. Perhaps if you have a financial background you would find it helpful, but I hope I never have to pick it up again.

Long on practical guidance while refreshingly short on math, *Smart Financial Management* helps owners and managers of small businesses solve everyday financial dilemmas and avoid potential problems. Readers will learn valuable and practical financial analysis techniques, as well as how to project future financial needs and identify possible sources of funding; manage receivables, inventory and equipment investments; and how to structure and develop the business soundly and legally. In addition, they'll:

- * Gain an understanding of the financial challenges unique to a growing enterprise -- and how to meet them
- * Improve communications with financial and legal advisors
- * Learn to identify new sources of equity and nonequity capital

With a field-focused methodology and user-friendly tools, *Smart Financial Management* will help any small business manage its requirements more effectively.