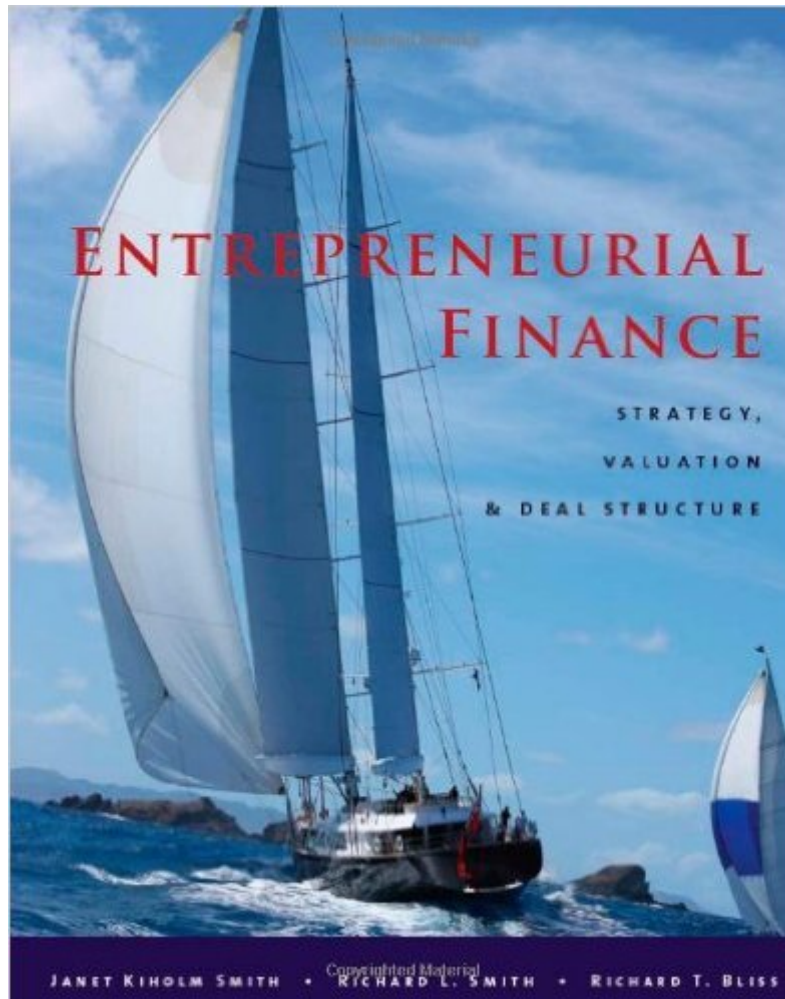


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# Entrepreneurial Finance: Strategy, Valuation, And Deal Structure



## Synopsis

Entrepreneurial Finance: Strategy, Valuation, and Deal Structure applies the theory and methods of finance and economics to the rapidly evolving field of entrepreneurial finance. This approach reveals how entrepreneurs, venture capitalists, and outside investors can rely on academic foundations as a framework to guide decision making. Unlike other texts, this book prepares readers for a wide variety of situations and problems that stakeholders might confront in an entrepreneurial venture. Readers will find a unique and direct focus on value creation as the objective of each strategic and financial choice that an entrepreneur or investor makes. The authors specifically address the influences of risk and uncertainty on new venture success, devoting substantial attention to methods of financial modeling and contract design. Finally, the authors provide a comprehensive survey of approaches to new venture valuation, with an emphasis on applications. The book appeals to a wide range of teaching and learning preferences. To help bring the book to life, simulation exercises appear throughout the text. For those who favor the case method, the authors provide a series of interactive cases that correspond with the book chapters, as well as suggestions for published cases. Finally, the book is organized to complement the development of a business plan for those who wish to create one as they read along. Entrepreneurial Finance is most effectively used in conjunction with a companion website, <http://www.sup.org/entrepreneurialfinance>. On this site, Venture.Sim simulation software, spreadsheets, templates, simulation applications, interactive cases, and tutorials are available for download. For those teaching from the book, the authors also provide an invaluable suite of instructor's resources.

## Book Information

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## Customer Reviews

I bought this book for a class. My professor for the class is one of the coauthors and I have to say the book shows an easy way to apply important concepts for new Ventures. It is not deeply financial oriented, but has great information on how to finance a venture, and how to value new companies when trying to look for Venture Capital or PE.

The book builds on 'Entrepreneurial Finance' by Smith & Smith. Unfortunately, this new version is not as reader friendly as the second edition of this text. The new layout lacks color and is printed in black and white only, something that makes both tables and figures less attractive. Conceptually, the book is closely related to the previous version. The chapter on venture capital is now presented much earlier in the book which makes the overall flow much better. One of the highlights of the book is the detailed analysis of the relationship between an under-diversified entrepreneur and a well-diversified outside investor. The authors show why an outside investor would participate in a venture and how this investor would participate in the venture's risk and return. Unfortunately, in this version the equilibrium solution is no longer presented. This should be included in any future edition of the book.

WORST textbook required in my entire MBA program. Have it for my very last class, subject same title as the book. It's so hard to comprehend the writing I've had to refer back to other textbooks from previous courses to get any kind of grasp on the subject material. Terribly written, confusing beyond measure. AND I'm a finance major with straight A's! Horrible.

I purchased this book because I'm interested in starting a Real Estate Development company. This type of company requires a lot of attention on new venture fund raising. Despite having studied Finance, Accounting and Economics in depth, I found this book to be lacking in hard facts. There seems to be no overall plan to the book. The chapters, which I read up to chapter 5, were useless. I realize it is written not specifically for real estate, and that it was written for MBA's, but I couldn't glean anything I could actually use. It is simply written and for that I'll give credit. The book needs to pass on information on how to raise funds for new ventures. It doesn't do that, nor anything else. I gave up reading the book when they started writing about probability trees. I therefore, cannot recommend this text even if it is required reading.

I got this for a class I was taking. It was decently helpful. Kinda dry at times. But the formulas and some of the information was really helpful in my real world experience.

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