



Entrepreneurial Finance, Third Edition: Finance and Business Strategies for the Serious Entrepreneur (Business Books)

By Steven Rogers, Roza Makonnen

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The premier guide to setting up and managing your business's finances

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Entrepreneurial Finance, Third Edition, offers potent methods for keeping firm financial control of your enterprise and insightful tips for avoiding the multitude of financial barriers that may block your entrepreneurial dream.

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- Pursuing "intrapreneurship," or the financing of growth within an existing company using a mindset of entrepreneurship
- The "Entrepreneurship Spectrum," or the many ways to pursue your dreams of running your own company
- Discovering sources of debt and equity capital for the fast-growing millions of women and minority business owners

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The Definitive Finance Guide for Entrepreneurs

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- Financial statements -- How to develop them, how to analyze them
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Working for yourself will be the toughest job you ever have, but *Entrepreneurial Finance* makes it easier by giving you a single resource packed with the latest research and step-by-step guidelines for what must be done, how to do it, and what to do when things go wrong.

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Editorial Review

About the Author

STEVEN ROGERS is senior lecturer at Harvard Business School, his alma mater, where he teaches finance, each year, to hundreds of worldwide high-growth entrepreneurs, business owners, and corporate leaders. He was previously the Gordon and Llura Gund Family Distinguished Professor at Kellogg, where he was the most decorated professor in the school's history. He was selected Professor of the Year a record two times in the MBA program and 26 times in the Executive MBA program. He is a recipient of the "Entrepreneur of the Year Award" by Ernst and Young.

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