John Smeur

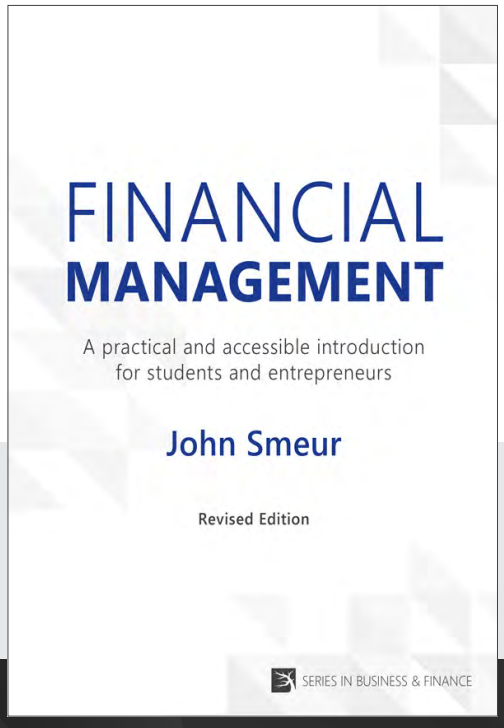
Financial Management

A practical and accessible introduction for students and entrepreneurs - Revised Edition

SERIES IN BUSINESS AND FINANCE

Summary

This book introduces key concepts and methods in business financial management. It consists of two parts. Part one is structured around start-up investments and key financing decisions facing entrepreneurs during their first year in business. The instruments examined include the investment budget, financing plan, the opening balance sheet, financial planning for profits and liquidity, the closing balance sheet and a complete treatment of ratio analysis.
Part two is about cost prices, budgeting and variance analysis, profit calculation methods and break-even point and, finally, calculations of the returns to alternative investment options. All of these subjects are treated in an accessible, stepwise manner and are accompanied with illuminating examples. The combination of theoretical rigor and simple explanations makes the present volume indispensable for both students and entrepreneurs.



About the author

John Smeur holds a Masters degree in Law. For thirty years he accumulated extensive industrial experience in positions spanning legal, commercial and managerial functions. Over the past decade he has lectured in legal subjects and economics for business at Windesheim University of Applied Sciences in the Netherlands.

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