



Self-Defense Finance: For Small Businesses (Wiley Small Business Editions)

Wilbur M. Yegge

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Small Business

"Self-Defense Finance for Small Businesses is an excellent reference for practitioners. The chapters on valuation and the sale/purchase of an existing business are alone worth the price of the book."--Dr. Robert Ronstadt, Professor of Entrepreneurship Pepperdine University author of Ronstadt's Financials

Keep your small business solvent with this hands-on financial troubleshooting guide

Here's everything you need to take financial control of your small business and keep your dream alive and growing. Wilbur Yegge shares the fruits of more than three decades as a business consultant and small business owner. He offers proven strategies and techniques for ensuring the financial well-being of your company, helps you to quickly pinpoint and resolve financial management issues, and arms you with an arsenal of financial tools for daily use. And that's not all!

Throughout the book, the author has woven the real-life case histories of two small businesses--a start-up service business and an established manufacturing firm. These examples, along with numerous vignettes and lessons drawn from Mr. Yegge's personal experience, illustrate and reinforce the significance of each point covered.

No small business person can afford to be without Self-Defense Finance for Small Businesses. You'll learn how to:

- * Write business plans that work
- * Produce cash-flow and income statements
- * Perform capital budgeting
- * Do financial statement analysis and break-even analysis
- * Conduct long-range planning
- * Deal with banks
- * Produce forecast statements
- * Buy or sell a business
- * Solicit and work with professional financial advisors

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