



Getting Between the Balance Sheets: The Four Things Every Entrepreneur Should Know About Finance

By D. Frodsham, H. Liechtenstein

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For many entrepreneurs there is a mystique about finance -starting, growing and selling new ventures is tough enough. Yet with some focused financial knowledge you can run your company with less cash, grow it more quickly and make more money when it is sold. This book makes the dry world of finance easy to understand and relevant to entrepreneurs.

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- Sales Rank: #4250077 in Books
- Published on: 2010-12-15
- Released on: 2010-12-21
- Original language: English
- Number of items: 1
- Dimensions: 9.56" h x .73" w x 6.35" l, 1.05 pounds
- Binding: Hardcover
- 211 pages



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About the Author

DAVID FRODSHAM has spent his working life in start-ups and growth companies, as an entrepreneur, board member and CEO coach in the USA, Germany, France, Spain and Britain. He has a particular interest in VC investments and M&A.

HEINRICH LEICHENSTEIN Professor of Financial Management at IESE Business School in Barcelona, Spain. His key interests are entrepreneurial finance and private equity. He serves on several boards of companies and foundations.

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