



Business Valuation Manual : An understandable, step-by-step guide to finding the value of a business

By Thomas W. Horn

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Review

A useful exercise even if the business isn't for sale. -- *INDUSTRY WEEK*

A useful, amusingly written, yet technically complete guide. Offers the non-expert a way to obtain professional results efficiently. -- *REAL ESTATE FINANCE TODAY*

Extremely valuable when talking to bankers and investors or when handling a potential acquirer. -- *MANAGEMENT REVIEW*

Horn's book is extremely well-organized and easy to understand. Readers can skip to whichever techniques best fit their needs. -- *PERSONAL INVESTOR Magazine*

Horn's guide should be in the library of every small businessman (and quite a few larger organizations!). *BUSINESS VALUATION MANUAL* is the most important tool the small businessman can have at his side. -- *THE MIDWEST BOOK REVIEW*

It can be very helpful to look at your business as a potential purchaser would. It can show you where the real sources of value are and where the real potential to improve it. For our money, the best primer is Thomas Horn's Business Valuation Manual. -- *INC. magazine*

Suggested reading on the ins and outs of buying and selling a business. -- *SUCCESS! Magazine*

Takes the confusion out of finding the dollar value of a business. This new publication takes the established methods used by experts and breaks them down into easy-to-understand, well-defined steps. Designed for both the professional and the non-expert. -- *NATIONAL PUBLIC ACCOUNTANT*

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