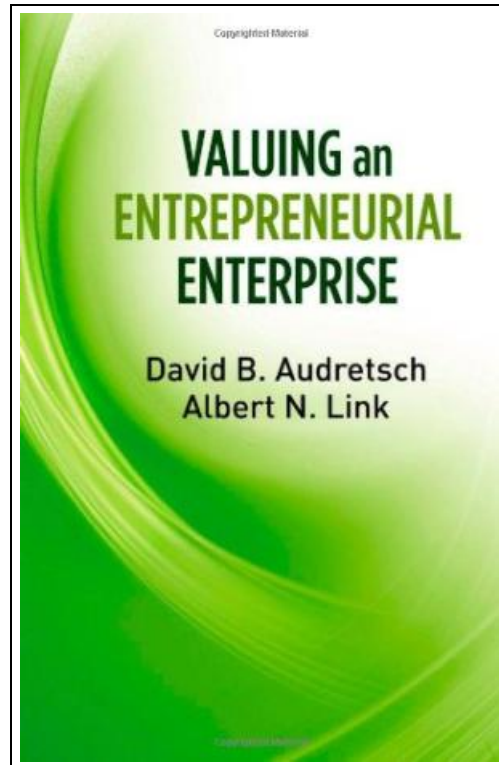


Valuing an Entrepreneurial Enterprise (Hardback)



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Reviews

This ebook will be worth acquiring. It is actually written in basic phrases instead of hard to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.
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VALUING AN ENTREPRENEURIAL ENTERPRISE (HARDBACK)



Oxford University Press Inc, United States, 2012. Hardback. Condition: New. Language: English . Brand New Book. Entrepreneurs generally lack the marketing capabilities necessary to bring their new product to market. To engage the resources required to do this, they must somehow place a value on the enterprise. However, all of the methods of valuation currently available are based on the use of historical or current revenues, and therefore are not applicable to an entrepreneurial enterprise with a first-time product. In *Valuing an Entrepreneurial Enterprise*, Audretsch and Link present a valuation method uniquely tailored to emerging technology-based ventures that have no revenue history to lean on. Unlike many traditional methods, theirs does not take into account the track record of companies and products similar to that being valued. Instead, it draws on economic theory to formulate a solution to the problem. The book develops conceptual ground, including trends in entrepreneurship, models of innovation, and the economics of standards and entrepreneurship policy. The authors review the traditional valuation methods and illustrate them numerically with case studies to show how the traditional approach produces an incorrect valuation. The core of the book presents the new methodology and demonstrates how it avoids the pitfalls of past approaches. The authors also show how public policy on technology and infrastructure changes valuations of start-up firms in areas such as stem-cell products and renewable fuels projects. *Valuing an Entrepreneurial Enterprise* will serve as a valuable resource for advanced students, economists, financial planners, and valuers interested in new valuation methods and the theory behind them, as well as those interested in entrepreneurship.



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