

Business Valuation For Dummies

By Lisa Holton, Jim Bates

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Business Valuation For Dummies is filled with expert guidance that business owners, managers at all levels, investors, and students can use when determining the value of a business. It contains a solid framework for valuation, including advice on analyzing historical performance, evaluating assets and income value, understanding a company's financial statements, estimating the cost of capital, business valuation models, and how to apply those models to different types of businesses.

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Editorial Review

From the Back Cover

Your hands-on guide to calculating — and understanding — business value

Want to determine the value of a business, but not sure where to start? This plain-English guide gives you step-by-step directions for the major valuation methods, supporting them with real-world examples. You'll work with easy-to-understand valuation models and apply them to different types of businesses to achieve the fairest, most affordable valuation solution.

- Business valuation 101 — learn what it is, why it's a challenge, and the approaches that experts take to uncover value (or the lack of it)
- Grasp key valuation tools — understand valuation reports, financial statements, and "rule of thumb" guidelines for specific businesses
- Get to the heart of it — analyze historical performance, evaluate assets and income value, and estimate cost of capital
- If you're selling a business — see how to conduct due diligence and increase your company's value
- If you're buying a business — incorporate valuation into the necessary prep before negotiation
- Seek help from the experts — from divorce to estate planning to attracting outside investors, know when and why you should get outside valuation help

Open the book and find:

- Real-world advice on planning and executing valuation
- The role of the supporting players in the valuation process
- Detailed case studies on buying and selling businesses
- How forensic accounting fits into valuation
- The soft and hard skills needed for successful valuation
- What to build into a partnership agreement
- Why you should pause before transforming your company into an ESOP

About the Author
Lisa Holton is a former business editor and reporter for the Chicago Sun-Times. Today, she heads The Lisa Company, a writing, editing, and research firm. She's a writer for corporations, colleges, and nonprofits nationwide, and has written more than 13 books.

Jim Bates is Vice President, Transaction Support, for the Christman Group, a middle-market investment banking firm based in Palatine, IL.

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