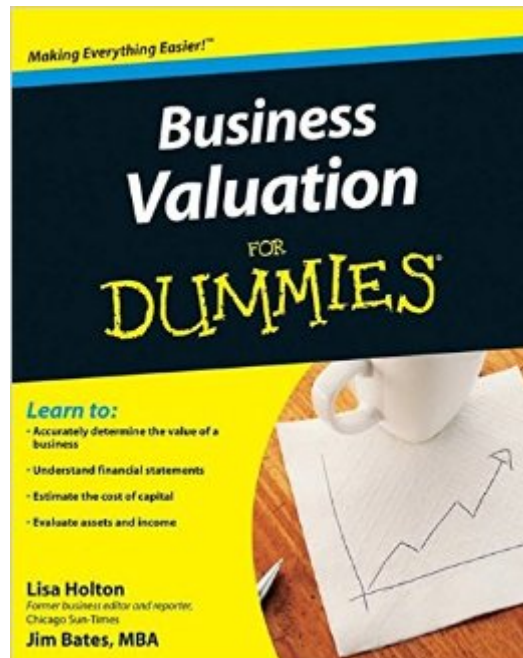


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# Business Valuation For Dummies



## Synopsis

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.

## Book Information

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Average Customer Review: 3.5 out of 5 stars [See all reviews](#) (22 customer reviews)

Best Sellers Rank: #135,884 in Books (See Top 100 in Books) #19 in [Books > Business & Money > Finance > Corporate Finance > Valuation](#)

## Customer Reviews

There's no exact value that you can put on a business. Instead of explicitly stating that, this book dances around real valuation techniques and instead suggests enlisting professional help at just about every turn. Warren Buffet says, "Price is what you pay, value is what you get." Owners will try to overvalue their business, buyers will try to under pay for it. The book would have been better off as a collection of valuation examples. The two examples in the book are anecdotal and lament the lack of a professional valuation expert. There's not a lot of math in the book, and the math that is in it isn't served by any hard examples. Seriously, I learned more in five minutes on YouTube than I did reading this entire book.

I am an M&A professional so valuations are key in my business. As of recently (August 09), I now have a decent book that I can hand out to my interns as an introduction. I've read many Valuation books over the years and this is the best intro I've seen to date. Not that some of the others were bad, rather, this one is really really good. Good show! Five well deserved stars!!!

This book seems over obsessed with Divorce. While divorce is a reason one would want to do a business evaluation, it does not merit more than a paragraph or two. I certainly don't expect a detailed discussion of prenuptial and post nuptial agreements in a book on Business Valuation. Also, the advice to seek expert counsel was rampant through the book, we get it already. There were only two chapters worth reading which contained information on financial ratios. The rest was garbage.

Nice quick start for subject. Wish there had been a template or sample valuation, model, or discounted cash flow to follow.

It's well written for both beginners and professionals, and let's you have a good understanding on the steps needed for a comprehensive business valuation, whether you are a seller, a buyer or an advisor.

The dummy book gives more information than the more expensive hard bound valuation books. It is written in language that even my clients can understand. It should be required reading for all business majors, since nothing practical is being taught in today's Marxist curriculum. It has more rule of thumbs than I have fingers and toes. It has valuation formulas for all the common business classifications.

Ok as very general introduction into the subject matter. I realize it's a for dummies book, and I've read several of them before, but I feel a little more in depth information would have been very helpful. Maybe super dummies would like this, but regular dummies like myself could've used more useful info.

The book Business Valuation for Dummies is a very basic introduction to the world of business valuation. It feels like more of an overview of what to look out for or situations that cause a need for valuation. A few data ratios are given on what to look out for but the rest just recommends to hire a professional.

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