



Entrepreneurial Finance: Concepts and Cases

By Gina Vega, Miranda S. Lam

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Entrepreneurial Finance: Concepts and Cases addresses issues that are often overlooked in traditional finance textbooks, namely, how to handle the unique financial challenges faced by start-ups and small businesses.

The book is structured around seven modules or building blocks designed to be taught across a full semester with natural break points built into each chapter within the modules. The building blocks present macro-concepts which are explored in greater detail in each of the chapters. A starting chapter provides guidance about the use of cases for students and a concluding chapter delivers information about how to win business plan competitions. Each concept is illustrated by a short case, and followed by thoughtful questions to enhance learning. The cases, previously unpublished, are written by an international group of experienced case writers from the field of finance, and deal with real companies, real problems, and currently unfolding issues. A case teaching manual geared to finance in general, and short cases in particular, is provided for the instructor and includes specific tips, techniques, and activities for each case in the text.

Written for upper level undergraduate students of entrepreneurship, this highly accessible book breaks down complex concepts, and includes hands-on cases and exercises, making learning a breeze!

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Editorial Review

Review

Vega and Lam have written a highly readable book, packed with information on the "complex" subject of entrepreneurial finance. Great for students at any level as well as budding entrepreneurs, *Entrepreneurial Finance* discusses recent innovations in small business finance while providing students and starters of new businesses with real cases for "hands-on" practice. – **Lal Chugh, University of Massachusetts Boston, USA**

Entrepreneurial Finance is an excellent guide to financial decision-making for managers of small, private companies. Combining chapters on corporate finance for small business with case studies is both constructive and convenient for students and instructors. The book is well-organized and well-written. I highly recommend it! – **James B. Wiggins, Michigan State University, USA**

In entrepreneurship, there is often a gap between business theories and application. As a result, many start-ups fall victim to insufficient financing, underutilization of resources and, ultimately, failure. Using case studies to demonstrate and analyze the successes and pitfalls in business decision, Vega and Lam provide the aspiring entrepreneur with a comprehensive work, essential for anyone seeking to start, expand or exit a successful entrepreneurial enterprise. –**Jeanne J. Davis-Street, Bridgewater State University, USA**

About the Author

Gina Vega is a professor of management at the Bertolon School of Business at Salem State University, USA. She teaches classes in entrepreneurship and small business management, organizational behavior, and corporate social responsibility. She is a prolific case writer, having won an Outstanding Case Teaching Award, as well as several Case Mentoring awards from the CASE Association. She is also the founding director of the Center for Entrepreneurial Activity.

Miranda Lam is an associate professor and chair of the Accounting and Finance Department at the Bertolon School of Business at Salem State University, USA. She teaches entrepreneurial finance, investments and financial institutions, where she emphasizes technology and experiential learning. She is executive editor of the *Journal of Business and Economic Studies*, and has been a Chartered Financial Analyst for over a decade.

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