



# Getting Between the Balance Sheets: The Four Things Every Entrepreneur Should Know About Finance

By D. Frodsham, H. Liechtenstein

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For many entrepreneurs there is a mystique about finance -starting, growing and selling new ventures is tough enough. Yet with some focused financial knowledge you can run your company with less cash, grow it more quickly and make more money when it is sold. This book makes the dry world of finance easy to understand and relevant to entrepreneurs.

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"Excellent financial guide for entrepreneurs" Dr. Hendrik Brandis, co-founder Earlybird and Chairman of the EVCA Venture Capital Council, Switzerland

"Essential reading for every entrepreneur" Andrew Fisher, CEO, Shazam Entertainment, UK

"Relevant and very readable" Timo Lindström, founder and CEO, Confidex Oy, Finland

"The only book designed to portray finance for the CEO" David Darsch, founder, CEO Collaborative Forum, Spain

#### **About the Author**

DAVID FRODSHAM has spent his working life in start-ups and growth companies, as an entrepreneur, board member and CEO coach in the USA, Germany, France, Spain and Britain. He has a particular interest in VC investments and M&A.

HEINRICH LEICHENSTEIN Professor of Financial Management at IESE Business School in Barcelona, Spain. His key interests are entrepreneurial finance and private equity. He serves on several boards of companies and foundations.

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