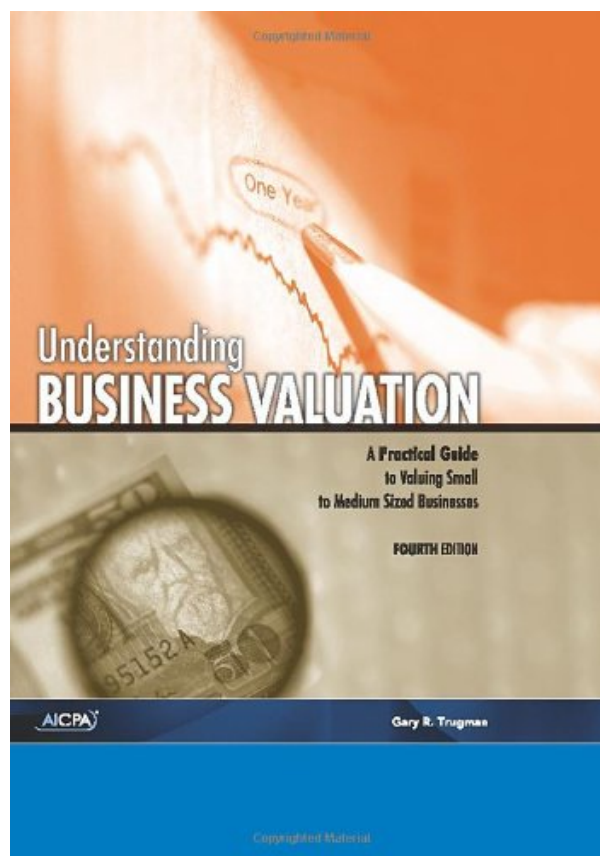
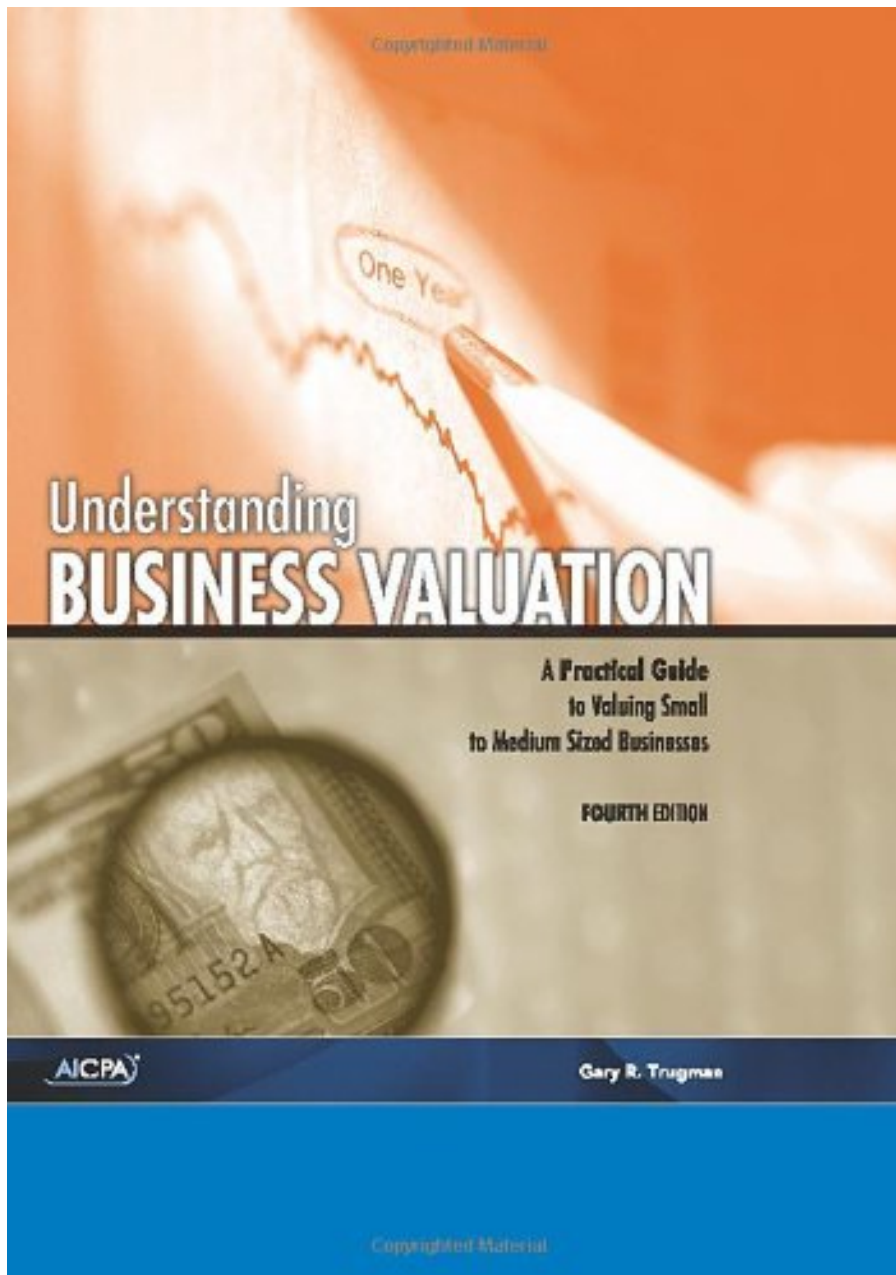


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About the Author

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Written by Gary Trugman, *Understanding Business Valuation: A Practical Guide to Valuing Small-to Medium-Sized Businesses*, simplifies a technical and complex area of practice with real-world experience and examples. Trugman's informal, easy-to-read style covers all the bases in the various valuation approaches, methods, and techniques. Readers at all experience levels will find valuable information that will improve and fine-tune their everyday activities.

Topics include valuation standards, theory, approaches, methods, discount and capitalization rates, S corporation issues, and much more. Author's Note boxes throughout the publication draw on the author's veteran, practical experience to identify critical points in the content. This edition has been greatly expanded to include new topics as well as enhanced discussions of existing topics.

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Ten years ago, I read the Second Edition of Gary Trugman's Understanding Business Valuation, and it helped me learn industry best practices and earn my Certified Business Appraiser credential. Mr. Trugman writes in a plain English, humorous style, and he is deft at explaining complex matters in a way that everyone can understand. This is the mark of a true expert.

Now, after ten years in the profession, I'm glad I got his Fourth Edition. It has been updated and expanded with lots of new information, including sections on statistics, forecasting, pass-through entities, and financial reporting assignments. This volume covers everything, with plenty of examples, and I plan to read it from page 1 to page 1116. (This may take a while!)

The Fourth Edition is a great reference/refresher for experienced valuation practitioners. It would also be an excellent educational guide to those new to the profession.

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