

**Review of *Entrepreneurial Finance: Concepts and Cases*, Vega, G. & Lam, M. S.
Routledge: 2015, New York.***

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This book attempts to straddle the core competencies of Entrepreneurship and Finance with a refreshing degree of success, delivered to and for a USA audience. Indeed, the authors' informal style and entrepreneurial/financial acumen dominates an interesting and easy to follow read. The book format and layout are made attractive for the reader with illustrations, figures, typography and diagrams aiding understanding.

An essential text for undergraduate students in Business Studies programmes with added value for Irish students, this text considers entrepreneurial finance from an applied standpoint reflective of the needs of the everyday SME, Start-up and Sole-Trader entrepreneur. Thorough and focused informative language supports the reader with short, interest-holding case studies. Chapters explain fundamental core concepts in simple useable language, and these build upon the readers' knowledge platform as they progress through the text. Difficult accounting and financial terms are expressed with explanation provided in jargon-free prose. This is an intuitive blend of entrepreneurial and financial theoretical concepts crafted into an 'accounting for non-accounting' text for business degree programmes.

An innovative approach is presented whereby the text interestingly provides a set of thought provoking questions following each case study. The authors' and case contributors bring to the text a consummate academic and business acumen supporting an in-depth appreciation of the needs of both business students and start-up entrepreneur. The text is a hugely beneficial tool for the classroom lecturer, and supports the learning outcomes for summative and formative applications.

* URL: <http://ojs.aishe.org/index.php/aishe-j/article/view/270>

While a USA finance methodology perspective is dominant throughout, the book crosses with some slight ease and content to the Irish/UK financial regulatory structures. However, an Irish edition reflecting relevant financial and regulatory systems and comprising Irish based case studies would be welcome, and would certainly benefit both the indigenous Irish business entrepreneurs, as well as the undergraduate business student body. In this regard, and in support of the review, the book offers a complementary role with sections on 'notes', informative 'glossary of terms', bibliography with current references positioned after each chapter and existing essential and supplementary financial accounting reading lists.

As a core book for award year undergraduate non-accounting students, the text perhaps explains and discusses a depth of theoretical financial concepts not identified in general business degree modules or inductive/deductive learning outcomes. However, the authors' have focused upon a clear appreciation of core business accounting strategies from the mechanics of finance through measurement of performance, getting started, harvesting to budgeting, cash flow and analysis. Indeed, the authors' entrepreneurial dynamic has included an innovative approach as to how to win the much coveted USA Business Plan Competitions.

It is great to see a finance text addressing the pertinent variables engaging sole-traders, business start-ups and small businesses. *Entrepreneurial Finance: Concepts and Cases* demonstrates how such knowledge can be addressed in an innovative way. Indeed, it is great to see an entrepreneurial text that breaks down the barriers and makes the entrepreneurship and finance cross-over reachable. Applied summative and formative exercises complement the hands-on cases and make complex concepts easily understandable