



# Understanding Business Valuation: A Practical Guide to Valuing Small to Medium Sized Businesses, Fourth Edition

*Gary R. Trugman*

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## **Understanding Business Valuation: A Practical Guide to Valuing Small to Medium Sized Businesses, Fourth Edition** Gary R. Trugman

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.

### **New and expanded in this edition:**

New content on statistics for business valuation and economic damage analyses.

Forecasting techniques for business valuation and economic damages, and pass through entities including a discussion of the leading models used to estimate taxes.

An accompanying CD-ROM that includes new sample reports and one of the most comprehensive bibliographies in business.

Expanded sections include cost of capital, and valuation discounts and premiums.

A lengthened discounts and premiums unit that includes a new section on qualitative techniques to calculate marketability discounts. This includes a discussion on how to use the Black-Scholes Option Pricing Model.

A new annotated version of AICPA Statement on Standards for Valuation Services No. 1 identifies practical applications and explanations for all sections of the standard.

An updated discussion on S corporation issues and how to address them when valuing closely held entities.

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