

Alan Barrell, David Gill & Martin Rigby: Show me the Money, Elliott & Thompson 2013

Interesting, informative and entertaining reading

Professor Alan Barrell and his colleagues have written a remarkable book. It offers important information based on academic research in an interesting and entertaining way. The book tackles the problems entrepreneurs face in fundraising in a fresh and encouraging manner. The writers have chosen to approach the serious contents using a framework that offers a lot of practical examples and clever quotations supporting the message. The latter are from various walks of life – thus to prove that much of the innovative thinking in business comes from other than business schools. Also, knowledge from earlier centuries has been included in the book in a very sophisticated and interesting way.

The book is full of heavy facts and includes a lot of theoretical knowledge. As such it offers a great tool for all learners. It gives a thorough idea of mathematical valuations and financial ratios that can be vital tools for an entrepreneur in distress. The book also acts as an encouraging and gentle guide to entrepreneurship by giving examples of interesting cases to show that “it can be done”.

The writers’ vast understanding of entrepreneurship is offered for the reader in “The true spirit of Cambridge” and in a way that is easy to accept and to understand. Despite heavy informative contents the book is easy and enjoyable to read.

The only point that makes one wonder is the length of the Introduction. It now comprises almost a fifth of the whole book. For those readers who tend to skip Forewords and Introductions, doing so would in this case be a great loss. Namely, in “Show me the Money” the chapter called Introduction includes a lot of interesting and entertaining information. Even if naming and structure of the following chapters support the choice the writers have made, other alternatives may have been worth considering.

Juhani Nieminen, PhD, Lic.Ed.

Project Executive, Adjunct Professor

Lahti University of Applied Sciences

+358-44-7081545 juhani.nieminen@lamk.fi