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SMALL BUSINESS MANAGEMENT

THIRD EDITION

Jim Dewhurst and Paul Burns

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Preface

This book was first published in 1983 under the title of *Small Business: Finance and Control*. The title reflected its narrow focus. Despite this, it was reprinted twice. A second edition was published in 1989 under the title *Small Business: Planning, Finance and Control*. The new title reflected a much broader perspective. Managing small firms was treated much more as a multidisciplinary activity. Planning was the framework that bound this together. This edition was also reprinted. The familiar yellow cover is to be seen on the bookshelves of many academics, trainers and small business advisers, not to mention the students they have taught and the clients they have advised.

Small Business Management reflects not only an extensive updating and rewriting of the previous edition, but also a further extension of the multidisciplinary approach. The planning framework is maintained but the book now has chapters on marketing, growth models and management as well as a chapter on the opportunities for small firms in Europe. The book shows how small firms can be effectively and efficiently managed – from start-up into growth. It is a ‘why-you-do-it’ text that also explains ‘how-to-do-it’. It is intended to be used on small business courses in higher and further education and also for well-informed practitioners. The extension of the multidisciplinary approach means that it can now also be used on courses designed as an introduction to business studies.

The book can be used with its sister volume *Small Business and Entrepreneurship*, which explores the managerial problems and issues facing entrepreneurs and small, growing firms. This text explores the issues assuming that students have the necessary functional management skills and concentrates on the broader strategic implications.

Throughout we have used ‘he’ (and similar terms) rather than ‘he and she’ or ‘s/he’. We ask the reader to accept please that this is merely a matter of convenience.

Many thanks to Susan Burns, who wrote Chapter 4, ‘Business Taxation’. She also helped at least one of the authors on many occasions when he needed inspiration. Thanks also to Claridges for permission to use their

business plan. Thanks also to the hundreds of small firms that have gone through the programmes and courses we have run. Without them we would have nothing to write about.

JIM DEWHURST
PAUL BURNS