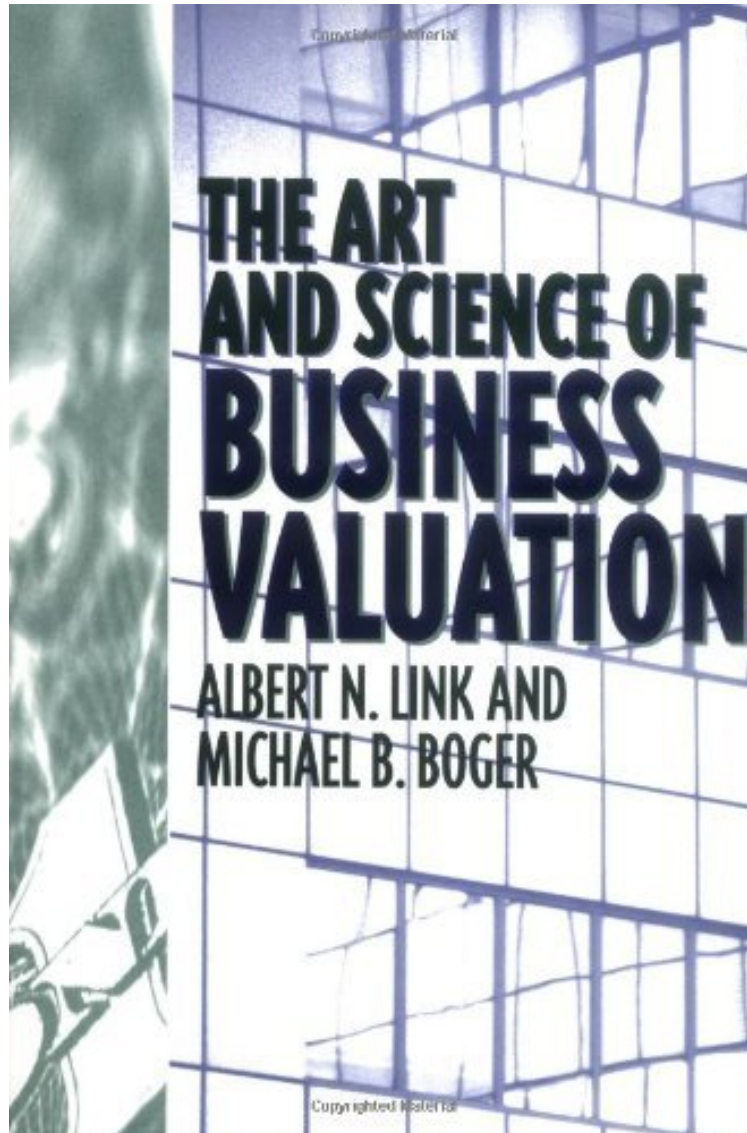


# The Art and Science of Business Valuation

*Michael B. Boger, Albert Link*

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**Michael B. Boger, Albert Link : The Art and Science of Business Valuation** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art and Science of Business Valuation:

6 of 7 people found the following review helpful. A pre-primer of business valuationBy A CustomerThe best part about this book is its title, emphasizing that business valuation is art coupled with continuously developing financial theory. Unfortunately, the theoretical concepts in the book are of virtually no value to anyone with even a fundamental schooling in the theoretical aspects of business valuation. Not only is the work light on theory, but it ignores generally accepted techniques in the discussion certain technical valuation concepts. Anyone with a solid grounding in the core "Valuing A Business" textbook of Shannon Pratt, should save his money and, instead of buying this book, acquire

some of the supplemental texts of Pratt, Reilly and Schweihs. They're more expensive, but worth it. For someone who wants to understand business valuation and have a usable and accepted reference, buy Pratt's 4th Edition. This book may have limited value to someone not active in the field who wants a very basic introduction, but reading it will give the reader only enough information to be confused if asked to apply what he has learned.

The number of business valuations has exploded over the past decade, as has the number of would-be valuers. Link and Boger provide a sorely needed introductory overview of business valuation methods that points clearly to the limitations of the application of valuation and the strength and weaknesses of valuation tools. While Link and Boger cover the mechanical science of business valuation, they also concentrate on the intuitive art of valuation, emphasizing the distinction between the two. Based on more than three decades of valuation experience and teaching of the associated methodologies, they give the novice valuator an understanding of the elements of art and science in the practice of business valuation and an appreciation that both elements are important. A valuable tool for students and professionals dealing with business valuation issues.