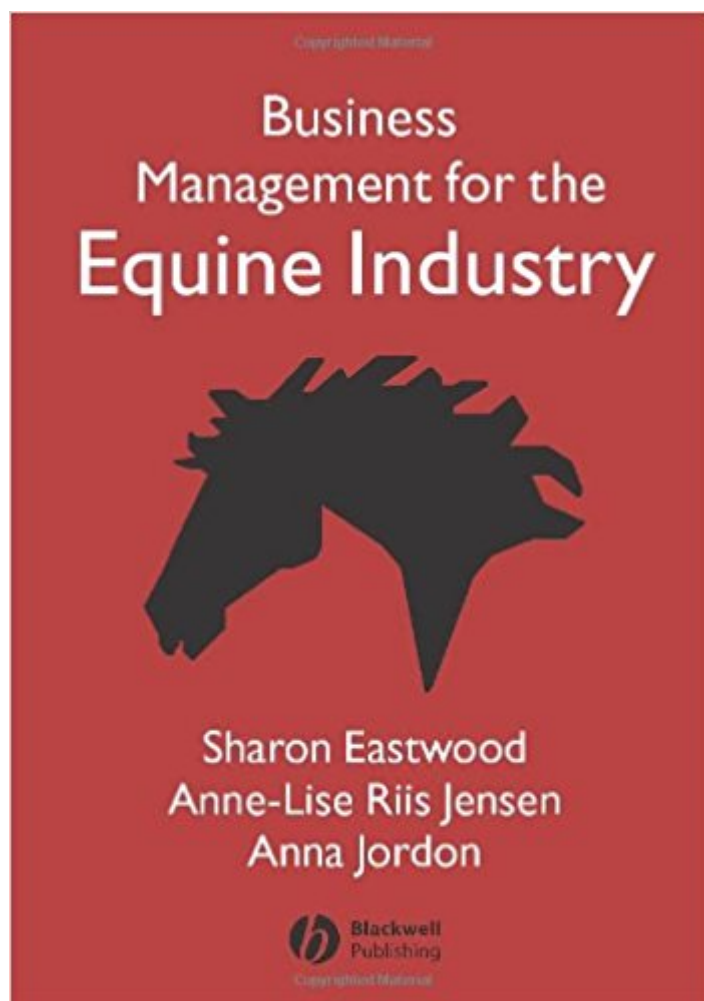




Ebook Directory
the best source of ebook

The book was found

Business Management For The Equine Industry



Synopsis

Written by a team of consultants who combine modern business knowledge with decades of direct experience of working in the equine industry, this book bridges the gap between modern business theory and equine business practice. After providing overviews of the equestrian industry and the livery sector as a detailed example, Part I (Assessing a Business) sets out how to access the business environment, externally, competitively and with regard to its internal resources. Part 2 (Management) goes on to deal with resource management and how to go about strategic planning and marketing, concluding with an overall Business Plan. Part 3 sets out a series of case histories to illustrate the principles as discussed in Part 1 and 2. No other book applies a truly modern business approach to equine enterprise. The Authors Sharon Eastwood, Anne-Lise Riis Jensen and Anna Jordon work together at Dark Horse Consultancy, a team of equine business consultants offering a wide range of advice and services to the industry. Also available:

Horse and Stable Management Fourth Edition Jeremy Houghton Brown, Sarah Pilliner and Zoe Davies 1 4051 0007 9 978 14051 0007 6 Teaching Jumping Jane Houghton Brown 0 632 04127 7 978 0632 04127 5 Horse Nutrition and Feeding Second Edition Sarah Pilliner 0 632 05016 0 978 0632 05016 1 Equine Science Second Edition Sarah Pilliner and Zoe Davies 1 4051 1944 6 978 14051 1944 3 Introduction to Horse Biology Zoe Davies 1 4051 2162 9 978 14051 2162 0 Horse Business Management Third Edition Jeremy Houghton Brown 0 632 05826 9 978 0632 05826 6

Book Information

Paperback: 170 pages

Publisher: Wiley-Blackwell; 1 edition (December 23, 2005)

Language: English

ISBN-10: 140512606X

ISBN-13: 978-1405126069

Product Dimensions: 6.9 x 0.4 x 9.6 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars 1 customer review

Best Sellers Rank: #1,175,129 in Books (See Top 100 in Books) #70 in [Books > Textbooks > Medicine & Health Sciences > Veterinary Medicine > Equine](#) #186 in [Books > Medical Books > Veterinary Medicine > Equine Medicine](#) #1467 in [Books > Science & Math > Agricultural Sciences > Animal Husbandry](#)

Customer Reviews

This book bridges the gap between modern business theory and equine business practice. After providing overviews of the equestrian industry and the livery sector as a detailed example, Part 1 (Assessing a Business) sets out how to access the business environment, externally, competitively and with regard to its internal resources. Part 2 (Management) goes on to deal with resource management, and how to go about strategic planning and marketing, concluding with an overall Business Plan. Part 3 sets out a series of case histories to illustrate the principles as discussed in Part 1 and 2.

This book bridges the gap between modern business theory and equine business practice. After providing overviews of the equestrian industry and the livery sector as a detailed example, Part 1 (Assessing a Business) sets out how to access the business environment, externally, competitively and with regard to its internal resources. Part 2 (Management) goes on to deal with resource management, and how to go about strategic planning and marketing, concluding with an overall Business Plan. Part 3 sets out a series of case histories to illustrate the principles as discussed in Part 1 and 2.

I bought this book to use hopefully use as a template for a class I'm developing. Overall, the text is small (150 pages) but well laid out. The largest disappointment I had with this text was that it was published in the UK originally so much, if not all, of the financial, tax, liability, and labor law information does not apply. It's a real pity because I never saw that listed anywhere. I'm sure the UK information is well done and relevant but as you can see below it really deals with the nuts and bolts of a business so it's not usable in the US. I would not use this book as a text for class. On a positive note that much of the book is much more generalized and therefore can be tailored for different needs. I love that the back of this book has several case studies which will be helpful in the classroom. It's easy to read and understand and I think it would be helpful for someone who wants to know more about developing more background knowledge on business management in the equine industry. However, this text will not provide you with anything USA specific or give you forms for a business.

[Download to continue reading...](#)

Business Management for the Equine Industry Advances in Equine Dentistry, An Issue of Veterinary Clinics: Equine Practice, 1e (The Clinics: Veterinary Medicine) Advances in Equine Dentistry, An

Issue of Veterinary Clinics: Equine Practice, E-Book (The Clinics: Veterinary Medicine) Dermatology for the Equine Practitioner (Equine Made Easy Series) Equine Behavior: A Guide for Veterinarians and Equine Scientists, 2e Equine ER: Stories From a Year in the Life of an Equine Veterinary Hospital The Complete Equine Veterinary Manual: A Comprehensive and Complete Guide to Equine Health Equine Sports Medicine and Surgery: Basic and clinical sciences of the equine athlete, 2e Equine Behavior: A Guide for Veterinarians and Equine Scientists Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) A Question Of Intent: A Great American Battle With A Deadly Industry (Great American Battle with with a Deadly Industry) Literary Market Place 2017: The Directory of the American Book Publishing Industry with Industry Indexes (Literary Market Place (Lmp)) Medical Science and Medical Industry: The Formation of the American Pharmaceutical Industry (Henry E. Sigerist Series in the History of Medicine) United States Lodging Industry (Lexington casebook series in industry analysis) Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business Owner) The Pareto Principle for Business Management: Expand your business with the 80/20 rule (Management & Marketing Book 15) Transnational Management: Text, Cases & Readings in Cross-Border Management (Asia Higher Education Business & Economics Management and Organization) Equine Health and Emergency Management Understanding Equine Medications: Your Guide to Horse Health Care and Management (Horse Health Care Library)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)