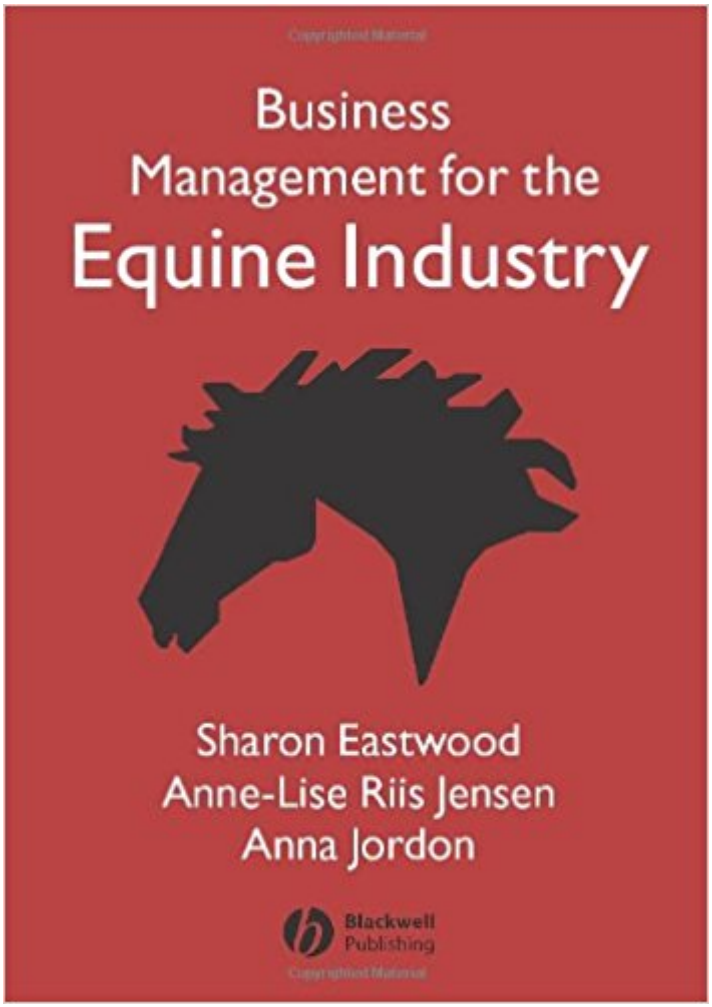
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Business Management For The Equine Industry



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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

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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.

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I bought this book to use hopefully use as a template for a class I'm developing. Overall, the next 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 ready 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.

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