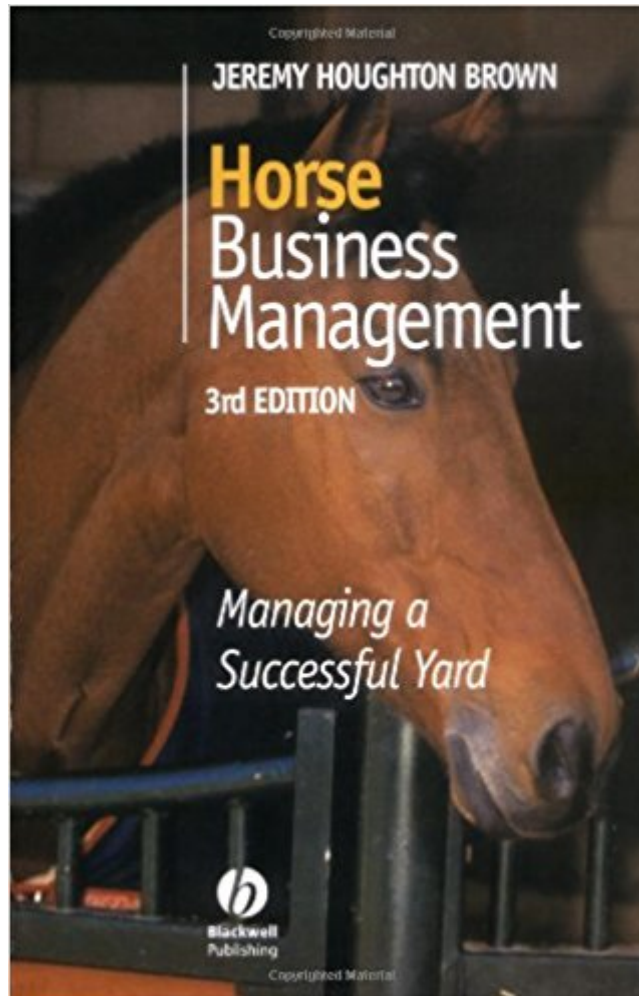




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Horse Business Management: Managing A Successful Yard



Synopsis

It has always been tough to make horses pay. Traditionally, management concentrated on horse care and the business was expected to flourish. However, lack of capital or time for management caused problems. This book shows, in simple practical terms, how proper care of the business enhances horse performance and leads to more enthusiastic, effective and efficient staff. Also, good management creates contented customers and owners, and a better financial return. Horse Business Management is applicable to stable yards of all types and horse businesses of every diversity. It is equally suitable for those working in the industry and to those aspiring to do so. It provides essential reading for those taking BHS or other equine qualifications and should be in the hands of every equine college student. This book is unique in its understanding of the horse industry, which is second only to agriculture in its importance to rural Britain.

Book Information

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Customer Reviews

This practical book deals with yard management, business management and training and has been written for all those who are or intend to be concerned with horses as a business or a career. It covers the business management requirements of the British Horse Society and National Vocational Qualifications (NVQs). Horse Business Management is particularly suitable for students of equine studies at National Certificate and Diploma level.

Jeremy Houghton Brown is a lifelong horseman and former competitor who has managed a wide

range of different yards. His training and early career in industrial management provided him with the business and staff management skills applied in this book. He was manager of the British National Equestrian Centre and the British Racing School and then for many years principal lecturer in equine studies at Warwickshire College where he started and pioneered British equine education. More recently he has been awarded Fellowship of the UK's Royal Agricultural Societies in recognition of his contribution to the horse industry.

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