## The 5 Money Mistakes That Blindside Entrepreneurs

Kimberly Eddleston (Northeastern University)

KEYWORDS: Leadership, Family Business, financing.

## Link to video

Whether you are starting a family business or inheriting one, managing finances strategically helps protects both the business and the family. Yet many entrepreneurs start a business without fully understanding the personal financial resources they will need, and run the business without anticipating their future finances. Familybusiness.org Editor Kim Eddleston talks with Nora Yousif, a financial advisor to family businesses, about what owners and families often fail to do...and how it hurts them.

Additional Search Terms: bankruptcy, family business financing, money management, cash flow

Copyright © 2019 The Authors. Entrepreneur & Innovation Exchange is published at EIX.org. This is an open access article under the terms of the Creative Commons Attribution-NoDerivs License, which permits use and distribution in any medium, provided the original work is properly cited and no modifications or adaptations are made. View EIX.org Authorship Terms at https://eix.org/terms