



Horse Business Management: Managing a Successful Yard

Jeremy Houghton Brown

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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.



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