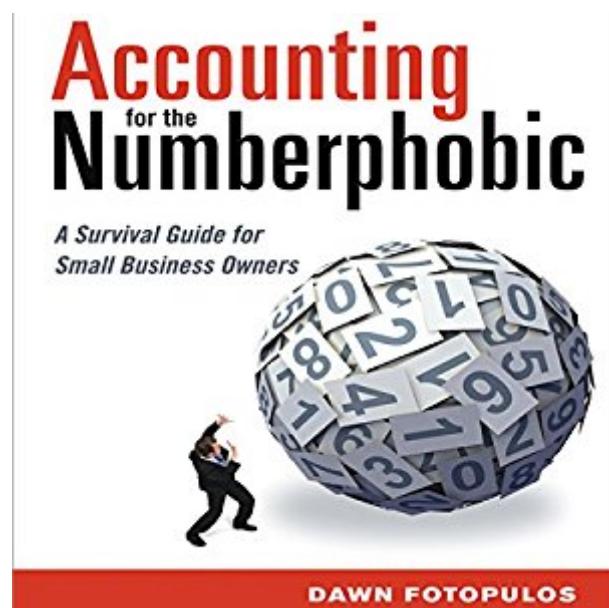


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Accounting For The Numberphobic: A Survival Guide For Small Business



Synopsis

If you're like many small business owners, the mere mention of the word "accounting" fills you with the same sense of dread you had back in high school the night before a big math test. But your company may be at risk of failing, not due to the realities and challenges of the marketplace, but because you are uncomfortable reading and using basic financial measurements. However, never fear. By the time you've finished Accounting for the Numberphobic, you'll be reading your financial dashboard like a pro. This audiobook takes the terror out of accounting, as it demystifies - in plain English - documents like the Net Income Statement, Cash Flow Statement, and Balance Sheet. Illustrated with real-world examples and packed with practical action steps, the book reveals: How your Net Income Statement is the key to growing your profits How to identify the breakeven point that means your business is self-sustaining What to do to measure and increase cash flow What the Balance Sheet reveals about your company's worth And much more As a business owner, you can't make responsible decisions if you don't understand the financial measurements that indicate the health of your business. This book takes the fear out of the numbers, and empowers you to steer your way straight toward profitability.

Book Information

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