



How to Manage Profit and Cash Flow: Mining the Numbers for Gold

John A. Tracy, Taze Tracy

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"Finally, a book that provides invaluable hands-on financial and accounting concepts for use by the thousands of frontline business owners and managers battling for survival each and every day. While 'Wall Street' gets the headlines, 'Main Street' gets the job done."

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How to Manage Profit and Cash Flow provides streetwise advice and practical strategies for business managers and other professionals who need to make critical business decisions. From methods for analyzing past and future profit and cash flow information to differences between massaging the numbers and cooking the books, short, to-the-point chapters that are visually appealing will help you see through opaque accounting terminology and allow you to gain a firm grip on how to manage profit and cash flow in your business.

Through three comprehensive sections: "Birthing a Business," "Building a Business," and "Selling or Burying a Business," as well as an Accounting and Financial Glossary, How to Manage Profit and Cash Flow discusses key issues, including:

- * Investing in assets
- * Preventing fraud
- * Handling taxes
- * Raising capital
- * Finding cash for growth
- * Terminating a business

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