

Accounting For The Numberphobic A Survival Guide For Small Business

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Accounting for the Numberphobic demystifies your company's financial dashboard: the Net Income Statement, Cash Flow Statement, and Balance Sheet. The book explains in plain English how each measurement reflects the overall health of your business--and impacts your decisions. You will discover:

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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.

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Dawn Fotopulos is the Professor of Business at The King ' s College and author of Accounting for the Numberphobic: A Survival Guide for Small Business Owners (AMACOM). As an experienced entrepreneur and small-business turnaround expert she has rescued hundreds of small businesses from financial disaster. She has been featured on MSNBC ' s Your Business and at the New York Times Small Business Summit.

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Accounting for the Numberphobic [Book]

For those truly passionate about this field of expertise, accounting is about much more than numbers. Sure, arithmetic plays a pretty important role in everything - but at the end of the day, accounting is about growing businesses, about law, about being part of a national system of rules and regulations (not just from an economic point of view but from a social point of view as well).

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