

Accounting For The Numberphobic A Survival Guide For Small Business Owners

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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).