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## Accounting for the Numberphobic: A Survival Guide for Small Business Owners

By Dawn Fotopulos

Amacom. Paperback. Book Condition: new. BRAND NEW, Accounting for the Numberphobic: A Survival Guide for Small Business Owners, Dawn Fotopulos, Why do so many business owners dread looking at the numbers? They make excuses. They don't have time. That's what the accountant is for. But the simple truth is that no one else will ever be as invested in their company as they are - and they need to take control. As a small-business owner, financial statements are your most important tools - and if you don't know how to read them and understand their implications, you cannot possibly steer your business successfully. 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: how your Net Income Statement is the key to growing your profits; how to identify the break-even point that means your business is self-sustaining; real-world advice on measuring and increasing cash flow; and, what the Balance Sheet reveals about your company's worth. Illustrated with case studies and packed with practical action steps, this indispensable guide will put...



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