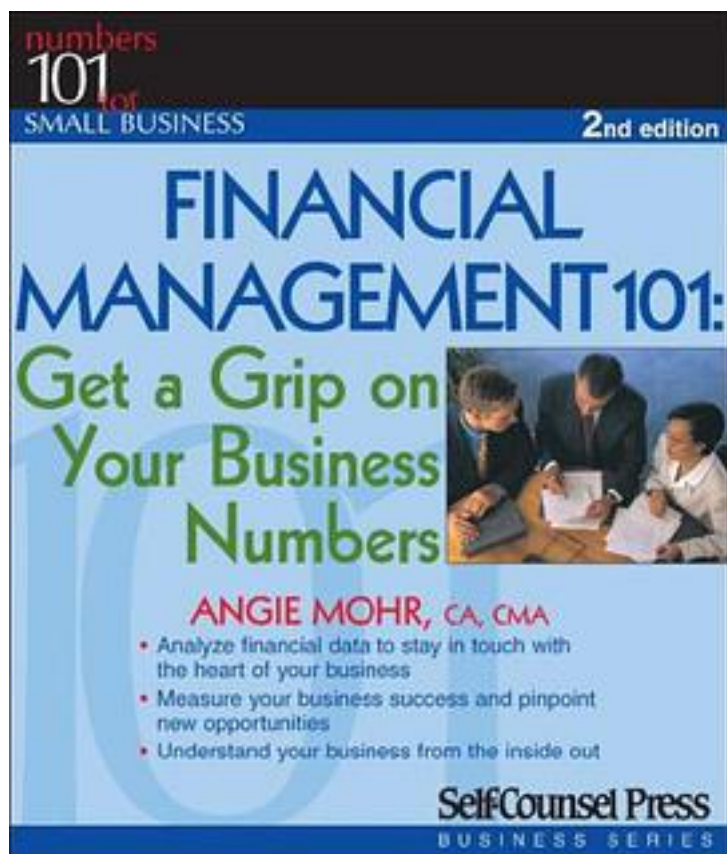


Financial Management 101



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Fully revised and updated, this second edition of a classic text covers everything business owners and entrepreneurs need to know about financial planning. "Financial Management 101" covers everything from understanding financial statements to budgeting for advertising, and from measuring business success to pinpointing new opportunities and planning for expansion. Its easy-to-understand approach to small

business planning and management ensures that the money coming in is always greater than the money going out!This superb volume is a kick-start "cash-is-king" course for new entrepreneurs and a wake-up call for struggling small business owners everywhere.

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