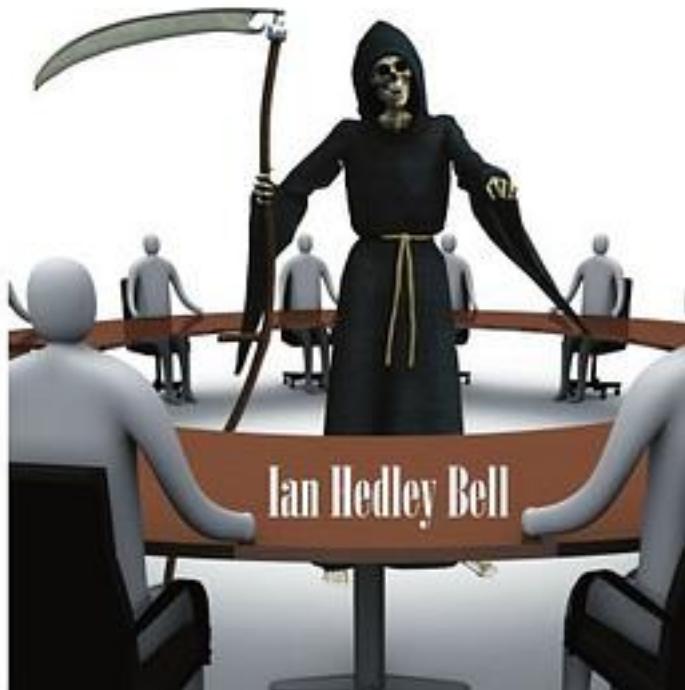


A.D. 2006 Avoiding Doomsday

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A. D. 2006. AVOIDING DOOMSDAY (MANAGING and MAKING THE MOST OF SMALL TO MEDIUM BUSINESSES) This book is more an academic or 'technical' document

produced in a simple readable format for Owners of Businesses to use as a definitive means of checking out and planning their business activity. So many people start out in business without the right preparation and plans on how and where to target their actions and finances. The book serves to help monitor and assess the business momentum and its chances of survival or failure - hence the title. Whether a business is small, medium or large, the fundamentals of how to approach the management and projection of that business are much the same. The book is not necessarily going to apply to all types of business but its prime objective is to bring to the reader's attention only the 'front line' specifics that need to be considered. This 'bible' is, therefore, an aide memoir from which to draw examples and concepts and to apply them to the business being considered. There are many informed books on the market but most go into great depth as to the facts and data that they supply. This book has the secondary objective of offering a set of simple and basic facts that, at the end of the day, are those that will bring a business to success rather than failure. No reams of 'mumbo jumbo' text to confuse just simple straight forward facts in a logical order that will cut through the 'waffle' and give the reader what he wants to know - straight up and simply expressed. In any business, the prime overall objective must always be to: - "Increase order intake, improve profit levels, spread the customer and product/service base and, therefore, enhance your market footprint." That is what this book sets out to do for the reader whether he is new in a business or running one that has been going for some time. I would see this book being of value right across the board from Business Owners, to Teaching Institutions, Business Associations and Government driven areas such as the Department of Trade and Industry and the like.

作者介绍:

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