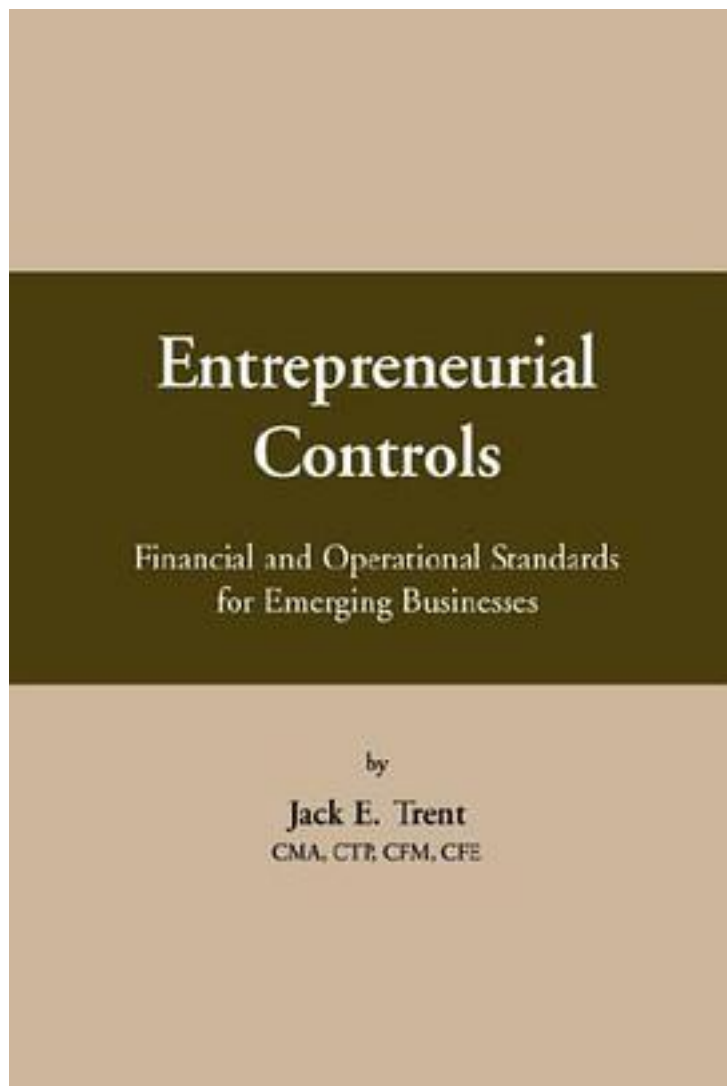


Entrepreneurial Controls



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Sales are to growth as controls are to profitability and success within a business. In "Entrepreneurial Controls," author Jack E. Trent guides small-business owners through the complexities of understanding how financial and operational controls protect them from unnecessary risks. Trent shows how controls are the single most important method for preventing fraud within a company. In "Entrepreneurial Controls," Trent details the background and definition of controls and the important role they play in driving profitability for a business. The book is a carefully compiled collection of thorough research and Trent's personal experiences as an entrepreneur, small-business owner, financial officer, and accountant. In addition to the breadth of knowledge presented, small vignettes called "reality checks" depict real-life applications of the concepts discussed. A no-nonsense, one-stop source for using control systems within a small-business setting, "Entrepreneurial Controls" covers the basics of: Project, fraud, risk, and cash management Accounting, inventory, and operational controls Internal auditing Customer service Using instructions, lessons, best practices, and guidelines, "Entrepreneurial Controls" shows entrepreneurs how to effectively and efficiently set up a new business or how to revise a struggling company's operations. With practical applications and easy-to-understand examples, Trent demonstrates how to bridle a small business and rein in financial success.

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