

The Bottom Line



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Most people think accountants speak a foreign language. Financial statements, financial analysis and control, break-even analysis, profit improvement, securing the right type of funding and buying and selling a business are all clearly explained and simplified in *The Bottom Line*. Expert advice is given through:

- * frequently asked financial questions
- * short, easy to read and understandable sections
- * case studies providing insights into what other businesses have done and why it worked for them.

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目录:

[The Bottom Line_ 下载链接1](#)

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