



Accounting and Finance for Small Business Made Easy (Entrepreneur Made Easy)

Robert Low

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Finally, a book on accounting that focuses on street-smart financial management rather than accounting mechanics

Most accounting books are either too basic or too boring. This one carves a niche all its own. Instead of trying to morph you into instant CPAs, it provides practical advice through real-life examples, making it the first accounting "page-turner."

Author Robert J. Low even draws on notorious financial scandals for illuminating lessons to small and medium-size businesses. He minimizes technical information and offers straight talk on the art of controllership--a key to ensuring company profits. *Accounting and Finance for Small Business Made Easy* includes:

- An accounting primer that demystifies terms and practices for the non-accountant
- Invaluable perspective on the critical areas for managing assets: inventory control and increasing cash flow
- A 10-step plan to help you start instantly to implement effective financial management

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