



Lead to Succeed: The Complete Guide to Starting and Running a Successful Business

By David A. Duryee

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 164 pages. Dimensions: 11.0in. x 8.5in. x 0.4in. This book is written for those that want to start and run a successful business. It describes the steps involved in starting a business and how to write a successful business plan. Success in any business begins with good leadership and the ten most important traits of effective leaders are discussed in detail. One of these traits is a knowledge of basic finance, and techniques for analyzing financial statements are described in lay terms that are easy to understand by a person who does not have a financial background. Twelve key financial ratios for managing your balance sheet, income statement, operating performance and cash flow are addressed in an easy to follow case study. These ratios allow the business owner to quickly and easily determine what, if any, are the areas of the business that need improvement. In addition, strategic planning and financial forecasting are outlined, and techniques for forecasting cash flow is emphasized. Important tips for dealing with your banker and CPA are discussed in detail in order to optimize these relationships. Starting, leading, managing, analyzing, and planning for...



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