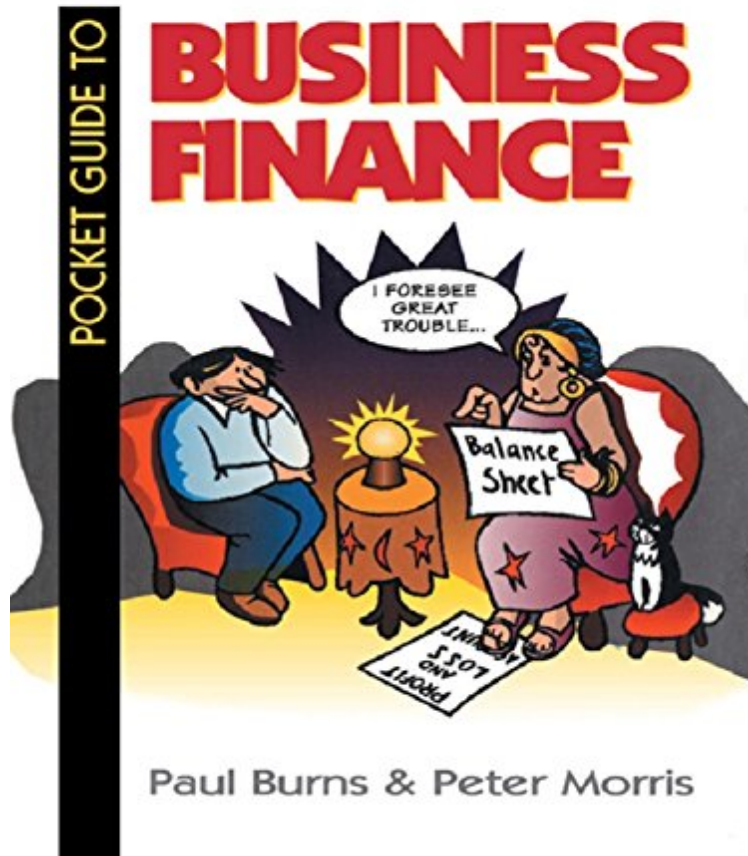


Pocket Guide to Business Finance

Paul Burns, Peter Morris

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Paul Burns, Peter Morris : Pocket Guide to Business Finance before purchasing it in order to gauge whether or not it would be worth my time, and all praised Pocket Guide to Business Finance:

This is a pocket-sized version of the A4 pictorial guide Whatever the shape or size of a business, they all have one thing in common - they hope to make money. A major factor in determining success is the ability of management to control its finances. Business Finance painlessly demystifies the process of accounting and the understanding of business finance. Follow the adventures of a small-time entrepreneur and his finance director as she helps him turn his business from a potential casualty of the 'Death Valley Curve' into an efficient, profit-making success story. Balance sheets, profit and loss statements, cash flow, working capital, depreciation, cash flow forecasting, budgeting, and gearing are all explained making this the book to guide readers safely through the jargon jungle of financial

management.

'In appealing and easy-to-refer style, the cartoons cover subjects such as Profit Loss, Balance Sheets, Controlling Cash Flow, Forecasting Performance and as section entitled Getting Away From It All where the characters look for an accounts-free holiday only to discover themselves solving the business problems of a Greek islander!' - Business Opportunity World, January 1996 '..demystifies the accounting process.' - The European - Business, February 1996

About the AuthorNDD, ATD, is an illustrator and designer of educational and training materials, head of design and manager of the Media Service Unit, University of Sussex, co-founder and studio manager of Business Training and producer of corporate videos. Peter is co-author of Finance for Small Businesses, Total Quality Management, Selling Products and Services (all published by Butterworth-Heinemann).