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The Courage to be Profitable

By Ruth Kiing

Morgan James Publishing llc, United States, 2013. Paperback. Book Condition: New. 203 x 124 mm. Language: English . Brand New Book ***** Print on Demand *****. In The Courage to be Profitable, small business financial expert Ruth King shows business owners the easy steps to really understanding the financial part of their businesses. Real life stories drawn from her client experiences are sprinkled through the book to illustrate mistakes that small business lowners make without realizing they are making them. Written in English rather than accounting babble, profit and loss statements, balance sheets, proper pricing, and cash flow come alive and are easily understood. Anyone who can use a calculator can follow this simple, three step process to avoid being another failure statistic. The Courage to be Profitable shows business owners how easy it is to get and stay profitable in less than 30 minutes per month.


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