



Positive Cash Flow: Powerful Tools and Techniques to Collect Your Receivables, Manage Your Payables, and Fuel Your Growth

Robert A. Cooke

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This book covers cash flow continuum-from finding cash to start a business, to finding places to save cash and control expenses, to predicting and planning cash flow, to dealing with excess cash. It is written in simple, modern language, and speaks to everyday people who seek help in: keeping more of their sales dollars, making the right decisions about hiring, equipment purchases, obtaining funds from lenders and investors, and keeping their expenditures in line. This book will help the novice or experienced business owner find the hidden treasures that might be buried in business operations. Each area of business that affects cash flow is examined, with discussions about how its effect on cash flow can be improved. The reader will also find assistance with the complex task of projecting cash flow and changing plans as necessary to make sure that there will be adequate cash for operation at all times.

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