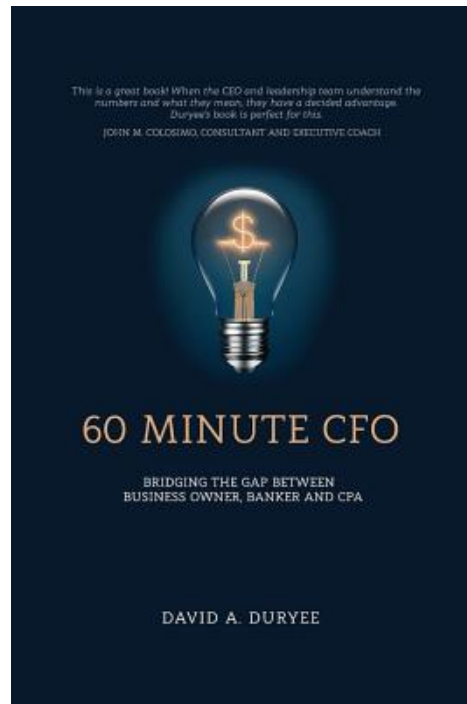


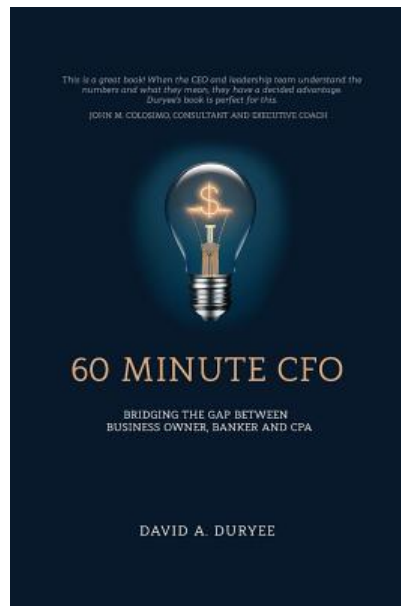
Descargar libros electronicos 60 Minute CFO: Bridging the Gap Between Business Owner, Banker, and CPA

By David A. Duryee



Business owners believe that if sales and profits are strong and growing, banks should enthusiastically provide the necessary funding. Bankers are concerned that business owners do not understand the difference between profits and cash flow, and may overly rely on debt to support the growth. CPAs provide valuable information in the form of financial statements, but clients often struggle with how they should be interpreted. This book describes in simple and easy to understand language what it all means. Read the first four chapters of this book and you will know everything you need to know about business finance. It will take you 60 minutes. The complimentary Excel-based workbook that is available on the author's website makes it easy by doing all the calculations automatically, including the ability to forecast profits, cash flow and financial strength. It is important that the business owner, banker, and CPA understand each other. Give it 60 minutes. That's all it takes to make it

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