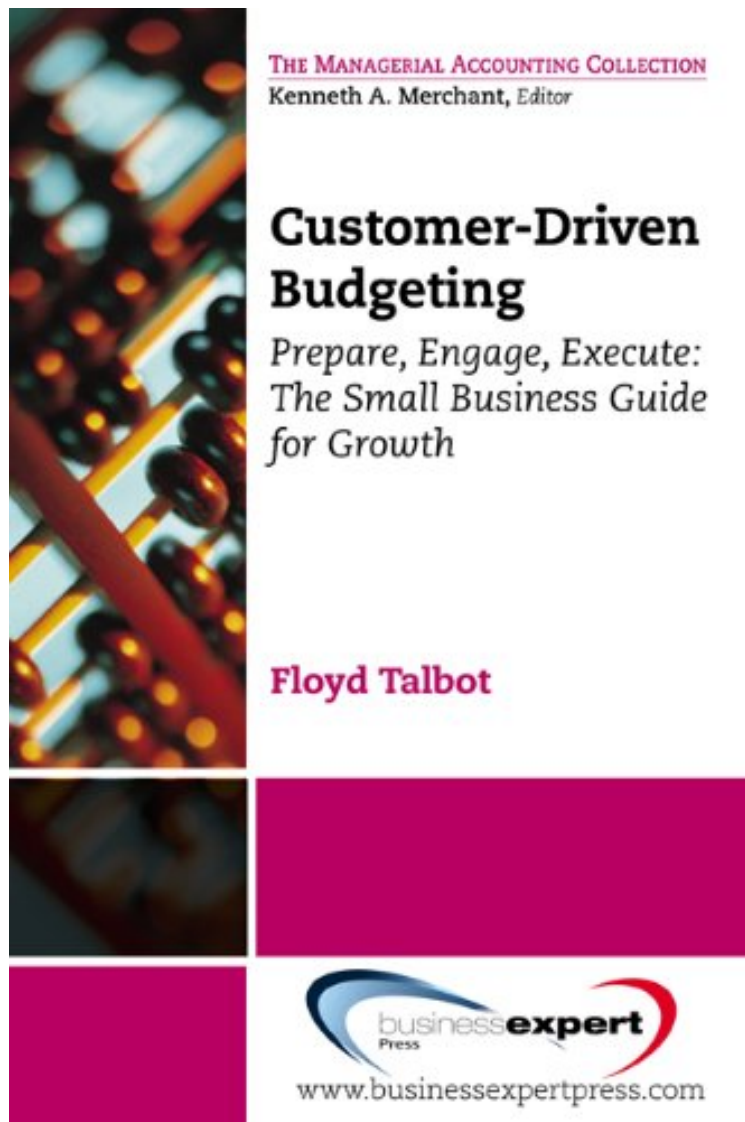


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Customer-Driven Budgeting: Prepare, Engage, Execute: The Small Business Guide for Growth (Managerial Accounting)

Floyd Talbot

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Floyd Talbot : Customer-Driven Budgeting: Prepare, Engage, Execute: The Small Business Guide for Growth (Managerial Accounting) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customer-Driven Budgeting: Prepare, Engage, Execute: The Small Business Guide for Growth (Managerial Accounting):

This comprehensive budgeting book emphasizes that the customer drives the business organization and processes and becomes the overriding purpose for a company's existence and success. Inside, you'll find a lot of details that sum up a complete guide that covers every step in the budgeting cycle from the basics of organization, processes, and funding to budget execution and monitoring. The author believes that the budget is the starting point and catalyst for gaining customers and that the budget prepares the company to supply the sales and marketing team reinforcements for giving a compelling reason for customers to buy from it. This book can be used immediately in business budgeting that presents you with a modular format—starting at the beginning of the budget process and working through it entirely; or select a budget area most challenging to the business and work from there to other areas of priority.

Written from the C-level, business owner, and investor perspective, *Customer Driven Budgeting* quickly expanded my understanding of the budgeting process, especially as it relates to goals that our business is seeking to achieve. -- Christian Mackey, Director of Business Development
This book offers a framework of critical issues to consider when developing a budget and managing a business. The author has developed a superb step-by-step program that will help both beginners and advanced professionals to make informed and well thought out decisions for insuring business success.--Sergio Retamal, President CEO
I believe that this book will help people better understand all that is involved in the complex area of business finance--particularly in the area of business planning and budgeting. All too often the entrepreneur lacks a real financial background or experience. This book can greatly help make up for that fact and get a given business moving forward successfully. --Ed Correia, President CEO
He carefully explains how a budget is more than just a set of projected numbers on a financial statement. It is a process that encompasses every aspect of a business's organizational structure and develops critical control points and planning from sales and marketing to production, staffing, and finance. As a CPA, I can attest that it is a must read for any company serious about taking its business to the next level of success.--Timothy J. Frame, CPA
From the Author
Business success does not come easy. In today's economic environment, businesses cannot afford a hit and miss strategy. Money management becomes a priority before a cash flow crisis threatens a company as a going concern. Taxes, business expenses, regulations, and market volatility can bring surprises. Businesses need to tackle surprises with purposeful planning through an effective budget that addresses all economic aspects of the business. Financial management is too risky to dismiss daily oversight and a plan to guide operations and resources. Customer-Driven Budgeting is a solutions oriented book. It is not your typical budget book. It focuses on much more than what business executives or owners already know. Rather, it addresses real world challenges small businesses constantly face. Small businesses have in and with the book ready solutions and resources for managing money and planning. This book packs in it more than 30 years of experience in planning, financial management, strategy, and collaboration with other executives and business owners on the challenges of managing a business.
About the Author
Floyd Talbot is Principle and founder of AFB Business Solutions and has more than 20 years of advising small businesses in business financial management and planning, accounting, and business practices. He has also served as interim financial manager for several small businesses. He earned his MBA from Pepperdine university and served on the Northern California Graziadio Alumni Network Board in the California Bay Area. He is a Certified QuickBooks ProAdvisor, a designation conferred on individuals proven to be experts with Intuit Corporation's line of accounting products. He has worked with business owners, CFOs, and accounting managers not only in implementing their accounting systems but also the entire financial accounting function within their companies including financial reporting, budgeting, accounting practices, and strategic planning.