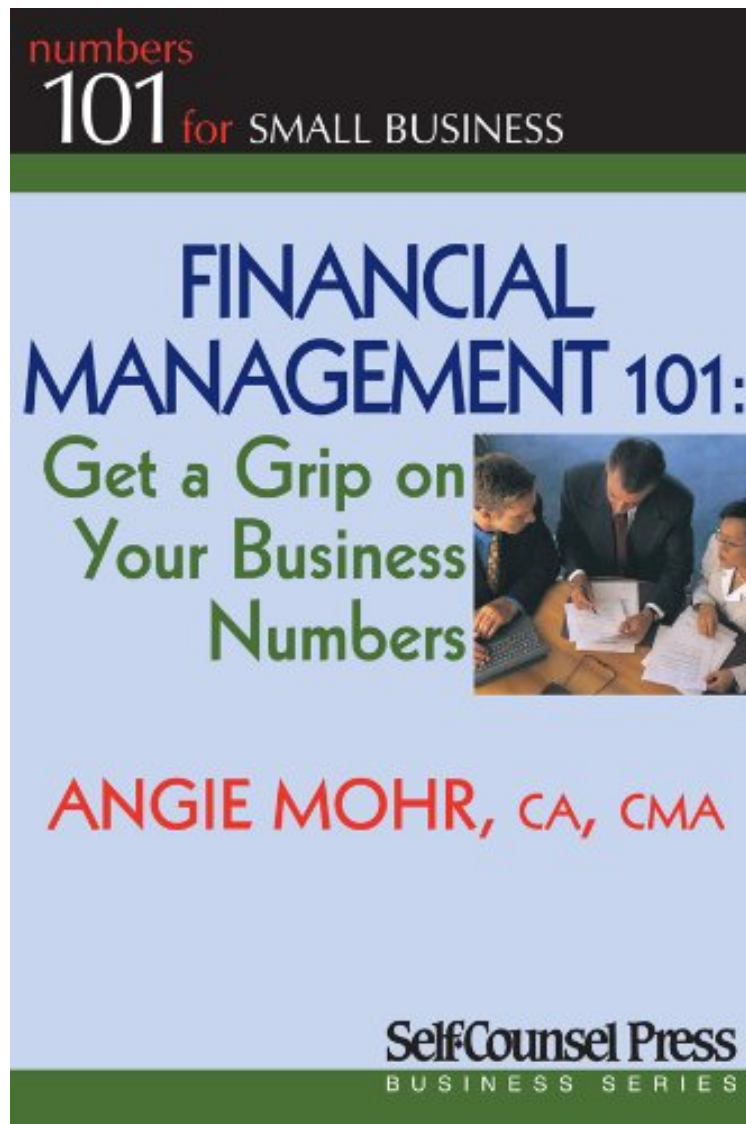


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Financial Management 101: Get a Grip on Your Business Numbers (101 for Small Business Series)

Angie Mohr

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Get a Grip on Your Business Numbers Financial Management 101: Get a Grip on Your Business Numbers is the second book in the Numbers 101 for Small Business series. This book covers business planning, from understanding financial statements to budgeting for advertising. Angie Mohr's easy-to-understand approach to small-business planning and management ensures that the money coming in is always greater than the money going out! Analyze financial data to stay in touch with the heart of your business Measure your business success and pinpoint new opportunities Understand your business from the inside out"Even Microsoft and Ford started in someone's basement or garage," says Angie Mohr. "But people all over the world have been given an idealized and unrealistic view of how to operate a business, and most discount the importance of the basics."

From the PublisherMohr believes strongly in planning the entrepreneur's business and personal life holistically. Her approach helps business owners to understand their businesses better and to run personally satisfying lives and immensely lucrative businesses. Also see Bookkeeper's Boot Camp, by Angie Mohr, published by Self-Counsel Press.From the AuthorEven Microsoft and Ford started in someone's basement or garage. But people all over the world have been given an idealized and unrealistic view of how to operate a business, and most discount the importance of the basics.From the Back CoverFinancial Management 101 is the second book in the Numbers 101 series. This book covers business planning, from understanding financial statements to budgeting for advertising. Angie Mohr's easy-to-understand approach to small-business planning and management ensures that the money coming in is always greater than the money going out! "Even Microsoft and Ford started in someone's basement or garage," says Angie Mohr. "But people all over the world have been given an idealized and unrealistic view of how to operate a business, and most discount the importance of the basics." Financial Management 101 is an in-depth but easy-to-read guide on business planning. It's a kick-start course for new entrepreneurs and a wake-up call for struggling small-business owners.