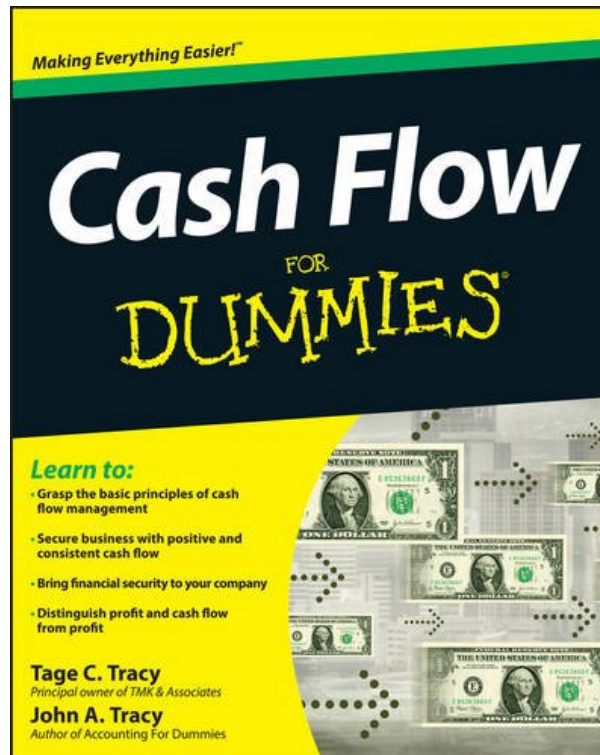


CASH FLOW FOR DUMMIES BY JOHN A. TRACY, TAGE TRACY



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Cash Flow

FOR

DUMMIES

Learn to:

- Grasp the basic principles of cash flow management
- Secure business with positive and consistent cash flow
- Bring financial security to your company
- Distinguish profit and cash flow from profit

Tage C. Tracy

Principal owner of TMK & Associates

John A. Tracy

Author of Accounting For Dummies



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From the Back Cover

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The fast and easy way to grasp cash flow management

Cash Flow For Dummies offers small business owners, accountants, prospective entrepreneurs, and others responsible for cash management an informational manual to cash flow basics and proven success strategies. Cash Flow For Dummies is an essential guide to effective strategies that will make your business more appealing on the market. Loaded with valuable tips and techniques, it teaches individuals and companies the ins and outs of maximizing cash flow, the fundamentals of cash management, and how it affects the quality of a company's earnings.

Cash flow is the movement of cash into or out of a business, project, or financial product. It is usually measured during a specified, finite period of time, and can be used to measure rates of return, actual liquidity, real profits, and to evaluate the quality of investments. Cash Flow For Dummies gives you an understanding of the basic principles of cash management and its core principles to facilitate small business success.

- Covers how to read cash flow statements
- Illustrates how cash balances are analyzed and monitored—including internal controls over cash receipts and disbursements, plus bank account reconciliation and activity analysis
- Tips on how to avoid the pitfalls of granting credit—evaluating customer credit, sources of credit information, and overall credit policy
- Advice on how to prevent fraud and waste
- Covers cash-generating tactics when doing business with dot-coms, other start-ups, and bankrupt customers

Cash Flow For Dummies is an easy-to-understand guide that covers all of these essentials for success and more.

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- Cash Flow For Dummies

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A Great Way to Learn Cash Flow

By Amazon Customer

After reading this I was able to find a multi-year balance sheet template and do a cash flow analysis of it. Whenever I want to learn about something my first stop is the dummies world because they are consistently good. Cash flow is a life-or-death matter for any entity from individuals to the largest corporations, so it is good to understand this.

0 of 0 people found the following review helpful.

Great for cash flows.

By Jesse Nordman

Still working through the book,so far so good and once again I enjoy the view point from the management's perspective. It also identifies account jargon in lamens terms.Hopefully I'll remember to update this after reading the book in it's entirety.

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