

About Finance Without Fear

Finance Without Fear should be read by anyone starting or managing a business. The easy-to-read style helps remove the fear of finance for the entrepreneur, the small business owner, and the manager.

Finance does not need to be mysterious and intimidating. Basic business finance is *not* hard to understand, and the business owner or manager who understands finance has a leg up on the competition.

Finance Without Fear explains the key financial statements – the cash flow statement, profit and loss statement, and balance sheet – and provides the tools to analyze these financial statements.

Genuine case studies of small businesses – a retail shop, small manufacturing business, and medical office - are used throughout, so you can compare the way your business works to the case studies, and to industry norms.

In the short amount of time it will take to read ***Finance Without Fear***, you will learn the basics of finance, and the keys to creating and managing a profitable business.

A Guide to Creating and
Managing a Profitable Business



Finance with out Fear

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