



Essentials of Cash Flow (Essentials Series)

H. A. Schaeffer

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- * Proven real-life strategies to maximize cash flow
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- * Cash-generating tactics when selling to dot-coms, other start-ups, and bankrupt customers

Full of valuable tips, techniques, illustrative real-world examples, exhibits, and best practices, this handy and concise paperback will help you stay up to date on the newest thinking, strategies, developments, and technologies in cash flow.

"Loaded with practical tips and techniques on how a company can improve its cash flow. Timely, given the recent rash of bankruptcies and stories on questionable accounting practices. Mr. Schaeffer's book highlights why today's credit professional needs to pay particular attention to the cash flow statement when analyzing a customer's creditworthiness."

-Raymond E. Blatz, Division Manager, AT&T Business Services
Revenue Assurance Management

"Essentials of Cash Flow is a great cash flow primer. Mr. Schaeffer effectively takes us from the basics to the essentials of cash flow using down-to-earth dialogue and real-world examples. I can see this book becoming a must in the library of all entrepreneurs and business managers."

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