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bill meacham barter executive for 30 years explains the nuts and bolts of maximizing your relationship with a professional trade exchange mr meacham provides a thorough introduction to a powerful centuries old concept that is making an increasingly significant impact in this time of cash conservation this book is for business owners looking for ways to lower operating costs gain more customers and move excess inventory it will help you edge out competition using a professional trade exchange and expose your company to unparalleled marketing power and referrals a compelling book based on experiences from a true pioneer of the professional trade concept a must read for all business owners especially in today s uncertain economic market

smart business stupid business provides a practical approach for the small business owner this is a book written specifically for the small business owner with specific action steps it s filled with meaningful information that cuts to the chase it s the comprehensive content that turns any business owner into a smarter business owner

mastering financial analysis for smarter decisions is your ultimate guide to understanding and optimizing the financial aspects of any business we provide a comprehensive dive into financial analysis an essential tool for analyzing and projecting a company s financial health our book begins with the basics laying a solid foundation before delving into advanced tools and techniques used in financial analysis the chapters are designed in a streamlined manner to facilitate easy comprehension of the topics we enrich the content with case studies and real life examples connecting theoretical concepts to practical applications additionally a glossary at the end of the book explains common terms and abbreviations in the financial domain ensuring readers have a clear understanding of the terminology

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business must focus on the links between its top line revenues and its bottom line profits this work traces exactly what those connections are and how getting smart about top line strategy helps grow the bottom line this guide helps readers to grow the top line in any environment

the definitive guide to starting and running a small business the smarta way to do business is the first definitive handbook for starting a business to bring you advice from real world entrepreneurs who ve been there and done that packed with everything you need to know to start and run a successful business straight from the uk s leading experts this is the insider s guide you need to build a successful business right now featuring exclusive video interviews with anyone who s anyone in the world of entrepreneurship including theopaphitis deborah meaden duncan bannatyne sarah beeny doug richard martha lane fox caprice sahar hashemi and more the book also brings you unique insights from peter jones mike clare julie meyer rachel elnaugh and many others loaded with exclusive video interviews and expert expertise the complete start up pack from the uk s high profile online platform for entrepreneurs packed with insider advice on starting your own business whether you re just starting out looking to take your business to the next level or exploring

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