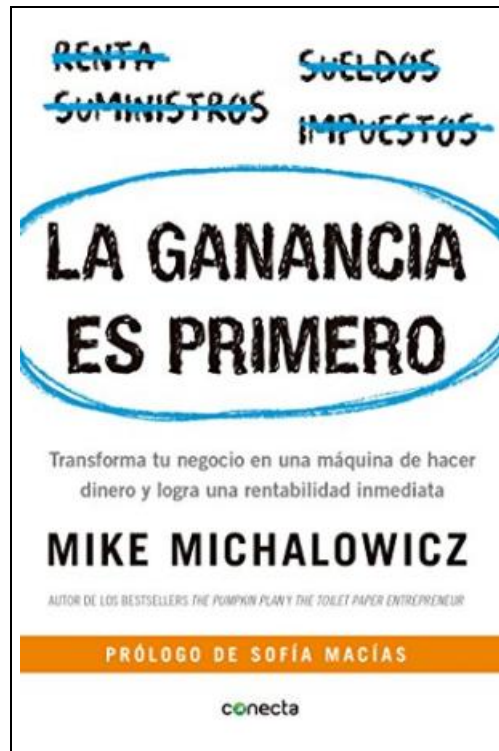


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*Absolutely essential go through publication. It is filled with knowledge and wisdom Once you begin to read the book, it is extremely difficult to leave it before concluding.*  
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Conecta. Paperback. Condition: New. 264 pages. Una solucin de gestin simple e intuitiva que ayudar a las pequenas empresas a salir de la espiral de la fatalidad para lograr una rentabilidad inmediata. La ganancia es primero La contabilidad convencional utiliza la frmula lgica (aunque errnea): Ingresos Gastos Ganancia. El problema es que las compaas son dirigidas por seres humanos, y los seres humanos no siempre son lgicos. El empresario Mike Michalowicz desarroll un enfoque conductual de la contabilidad para invertir la frmula: Ingresos - Beneficios Gastos. De este modo el autor muestra que al tomar el beneficio en primer lugar y repartir slo lo que queda para gastos, puedestransformar tu negocio de un monstruo comedinerio a una mquina de efectivo. ENGLISH DESCRIPTIONAuthor of cult classics The Pumpkin Plan and The Toilet Paper Entrepreneur offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: Sales - Expenses Profit. The problem is, businesses are run by humans, and humans arent always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: Sales - Profit Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowiczs Profit First system, readers will learn that: and 8226; Following 4 simple principles can simplify accounting and make it easier to manage a profitable business by looking at bank account balances. and 8226; A small, profitable business can be worth much more than a large business surviving on its top line. and 8226; Businesses that attain early...



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