



Successful Business Management - How to Make Money in an Independently Owned Business (Get All the Tools You Need to Operate Your Own Business) (Two Binder Set)

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(Two binder set) The Successful Business Management program is designed to provide you with all the tools you need to operate your own business. We have put it together with the help of some of America's leading experts on independently owned businesses - people with years of practical experience. Whether you're just starting out or looking to expand or even buy an existing business, you'll find the sections provide interesting, practical information about how to make your business run more smoothly. The topics covered are: 1) Strategies for Success 2) Other People's Money - Raising capital. 3) Planning for Success 4) Why Keep Records 5) Avoiding the Cash Crunch - Cash flow budgeting and forecasting. 6) Maximizing Marketing Power 7) Working With Your Banker - Capitalize on your banker's knowledge and services. 8) Successful Tax Strategies 9) Negotiating the Best Deal 10) Building Your Organization - Finding the best people. 11) Business Growth and Management Style 12) How to Improve Your Sales - Sales, pricing and profits. 13) Dealing With Employees - Motivating, training and discipline. 14) Location Can Mean Everything 15) Successful Advertising Strategies 16) Organizing Your Business - Choosing the right legal option. 17) Buying a Business - Perils and profits. 18) Improving Your Financial Profile - Using financial statements and ratios to track your success. 19) Computerizing Your Business 20) Your Business and the Law 21) Making the Best Use of Your Advisers - When and how to get help. 22) Credit and Collection Techniques - Managing credit and receivables. 23) How to Franchise 24) Protecting Your Assets - A guide to business insurance. 25) Working Effectively With Your Vendors 26) Remove the Guesswork From Decision Making - Key steps in making better decisions. 27) Effective Sales Techniques - Finding and motivating good people. 28) Product Profitability - Effective planning and control. 29) Reducing Purchasing Costs - Managing purchasing and inventories.

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