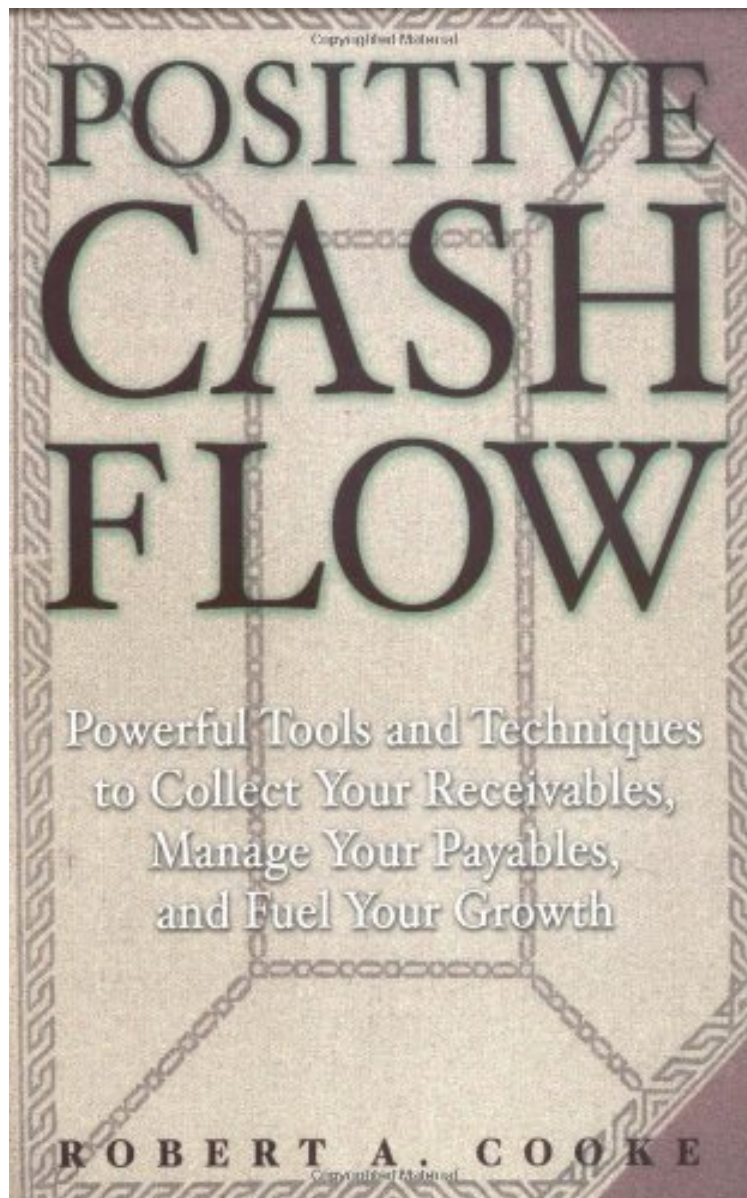


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Positive Cash Flow: Powerful Tools and Techniques to Collect Your Receivables, Manage Your Payables, and Fuel Your Growth

Robert A. Cooke

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Robert A. Cooke : Positive Cash Flow: Powerful Tools and Techniques to Collect Your Receivables, Manage Your Payables, and Fuel Your Growth before purchasing it in order to gage whether or not it would be worth my time, and all praised Positive Cash Flow: Powerful Tools and Techniques to Collect Your Receivables, Manage Your

Payables, and Fuel Your Growth:

This book covers cash flow continuum—from finding cash to start a business, to finding places to save cash and control expenses, to predicting and planning cash flow, to dealing with excess cash. It is written in simple, modern language, and speaks to everyday people who seek help in: keeping more of their sales dollars, making the right decisions about hiring, equipment purchases, obtaining funds from lenders and investors, and keeping their expenditures in line. This book will help the novice or experienced business owner find the hidden treasures that might be buried in business operations. Each area of business that affects cash flow is examined, with discussions about how its effect on cash flow can be improved. The reader will also find assistance with the complex task of projecting cash flow and changing plans as necessary to make sure that there will be adequate cash for operation at all times.

From Publishers Weekly This book doesn't have much of an introduction or conclusion—or any real narrative flow, either. But it does have a healthy obsession with numbers: cutting your costs, boosting your profits and making a go of your business in tough economic times. And that's enough to make it a valuable resource. Cooke takes the old dot-com era philosophy (that profits don't matter all that much) and calmly chops it to bits. Business is all about profit, after all, and Cooke breaks down every possible facet of making one. As a result, he takes on more issues than he can really handle in one book, from inventory-stocking to workforce-reducing to phone bill-trimming. He even suggests what you could do with the resulting cash, like stock buybacks. It's certainly ambitious, but a tad too much to chew on, and the explanatory anecdotes feel too forced in their humor. But after years of corporations fudging numbers, a nuts-and-bolts guide to running the financial end of your business has a quaint and refreshing directness to it. Copyright 2003 Reed Business Information, Inc.