

1. Record Nr.	UNINA9910679893103321
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Titolo	Boost your company's profits / / Barrie Pearson
Pubbl/distr/stampa	London : , : Thorogood, , [1998] ©1998
ISBN	1-85418-418-0
Descrizione fisica	1 online resource (164 p.)
Disciplina	658.15
Soggetti	Profit Cost control Business enterprises - Finance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Preface; About the author; Contents; Part1; Understanding the essentials; 1. The profit and- loss account; 2. The balance sheet; 3. Performance ratio analysis; 4. Stockmarket ratio analysis; Part 2: Turning round loss-making companies 2; 5. The steps to recovery; Part 3: How to boost profits this year; 6. Budgets and budgeting control; 7. Cash management; 8. Profit management; 9. Financial analysis for decision-making; Part 4: How to achieve dramatic growth in profits; 10. Business development; Glossary
Sommario/riassunto	Offers financial techniques to increase profits and generate the maximum cash flow from a business. The text covers: the profit and loss account; the balance sheet; performance ratio analysis; stock market ratio analysis; budgets and financial control; and cash and profit management.