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| 1. Record Nr.           | UNINA9910824765003321  |
| Autore                  | Reider Rob <1940->   |
| Titolo                  | Effective operations and controls for the small privately held business /<br>/ Rob Reider  |
| Pubbl/distr/stampa      | Hoboken, N.J., : John Wiley & Sons, c2008  |
| ISBN                    | 9786611134976<br>9781119197133<br>1119197139<br>9781281134974<br>128113497X<br>9780470230671<br>0470230673   |
| Edizione                | [1st ed.]  |
| Descrizione fisica      | 1 online resource (416 p.)   |
| Disciplina              | 658.02/2   |
| Soggetti                | Small business - Management<br>Private companies - Management  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Includes index.  |
| Nota di contenuto       | Effective Operations and Controls for the Small Privately Held Business;<br>Contents; Preface; Checklist for Starting, Developing, Maintaining, and<br>Improving Your Small Business; Acknowledgments; Chapter 1:<br>Understanding the Small Business Environment; Understanding the<br>Small Business; Small Business Management; Small Business<br>Computerization; Operational Management Function; The Family<br>Business; Basic Operating Formula; Why the Small Business Is in<br>Existence; Businesses the Small Business Is Not In; Helpful Systems;<br>Management Responsibility; Operating Areas to Be Addressed<br>Economy, Efficiency, and EffectivenessThe Initial Survey; Chapter 2:<br>Strategic Concepts; Strategy Development; Strategies for Competitive<br>Advantage; Other Strategies to Exploit; Business Models; Front-End<br>Strategy Analysis; Overview of the Strategy Development Process; Some<br>Basic Business Principles; Mental Models and Belief Systems; Situational<br>Analysis: Planning Questions; Chapter 3: Planning and Budgeting:<br>Identifying the Right Direction and Staying on the Path; Relationship |

between the Planning and Budgeting Process; Planning Process;  
Budgeting Defined  
Developing and Monitoring the BudgetNonmanufacturing Budgets;  
Conclusion; Chapter 4: Improving Customer Service; New-Customer  
Quest; Servicing Present Customers; Striving for Outstanding Customer  
Service; Golden Rule of Customer Service; Looking at Customer Service  
from a Fresh Perspective; Tips for Terrific Touchpoints; Tips for  
Avoiding Traps that Trip You Up; Tips for Watching Out for Traps;  
Making that Great Customer Service Last: Keep the Romance in the  
Relationship; Conclusion; Chapter 5: Cash Conversion; Cash Conversion  
Basics; Cash Conversion Objectives; Profitability versus Liquidity  
Chapter 6: Sales FunctionPurpose of the Sales Function; Sales Function  
in Business for Itself; Product Analysis; Sales and Product Controls;  
Sales Forecasts; Pricing Strategies; Methods of Sales; Methods of  
Compensation; Sales Information and Reporting Systems; Performing  
the Sales Function Analysis; Sales Function Desirable Practices;  
Conclusion; Chapter 7: Cost Considerations; Cost Classifications;  
Manufacturing versus Nonmanufacturing Costs; Activity-Based Costing  
Overview; Cost Elements; Cost Reduction Analysis: Traditional versus  
ABC; Customer Cost Concepts; Analysis of Cost Behavior  
ConclusionChapter 8: Accounting Operations: Functional  
Considerations; Accounting Function; Function Analysis; Choosing What  
to Analyze; Financial Reporting; Operational Analysis Survey Form;  
Analysis of Functional Costs; Developing Recommendations;  
Conclusion; Chapter 9: Operational Reporting Considerations; Small  
Business's Numbers; Financial and Operating Ratio Analysis; Key  
Operating Statistics; Conclusion; Chapter 10: Internal Controls for the  
Small Business; What Is Business Risk?; Internal Controls as Best  
Practices; Small Business Stakeholders; Internal Control Concepts  
Internal Control Objectives

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#### Sommario/riassunto

Effective Operations and Controls for the Small Privately Held Business""  
Rob Reider is the ultimate 'on-target' consultant to the small business.  
Whether you are just starting out or have been in a small business for  
years, this book is a must-read. It is concise, clear, organized and  
addresses the management, financial, and personnel issues that  
confront and often destroy small business--eighty percent of all the  
businesses in America.""--Tom Torgerson, CPA, President, Torgerson  
AssociatesManagement and Financial Consultants""Dr. Reider's  
emphasis on first understanding th

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