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CASH BEFORE YOU CRASH: PROTECT YOUR PROFIT AND CASH-FLOW TO SPEED UP YOUR GROWTH (FOURTH EDITION)



Viva Books Private Limited, 2012. Softcover. Condition: New. 4th edition. Description: Do you calculate how much interest your company is losing every day on overdue debtors? This is your own money being drained out of business either because you do not have an effective credit and collection system in place or because you are not doing enough to collect your money on time. Cash is like oxygen to a company. Business houses who respect liquidity know one important thing: they...

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- Authored by Ajoy Guha, N.H. Atthreya
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