

Simple Numbers Straight Talk Big Profits

Credit card expert Beverly Harzog shares how she went from being a credit card disaster to a credit card diva. When Beverly got out of college, she spent the next 10 years racking up debt on seven credit cards. Credit card limits, she believed, were merely “guidelines,” certainly not anything to be taken seriously...especially if she was in dire need of a new pair of shoes. The fact that she was a CPA at the time adds an ironic twist to the credit quagmire she slowly descended into. In *Confessions of a Credit Junkie*, Beverly candidly details her own credit card mishaps and offers easy-to-follow advice, often with a touch of Southern humor, to help others avoid them. In this much-needed book, you'll learn: How to use the Credit Card Personality Quiz to choose the right credit cards The seven ways to use a credit card to rebuild credit How to get out of debt using a balance transfer credit card—and pay zero interest while doing it Credit card strategies to save a bundle on groceries, gas, and more Anyone in debt will benefit from the down-to-earth, practical tips Beverly offers.

The Great Game of Business started a business revolution by introducing the world to open-book management, a new way of running a business that created unprecedented profit and employee engagement. The revised and updated edition of *The Great Game of Business* lays out an entirely different way of running a company. It wasn't dreamed up in an executive think tank or an Ivy League business school or around the conference table by big-time consultants. It was forged on the factory floors of the heartland by ordinary folks hoping to figure out how to save their jobs when their parent company, International Harvester, went down the tubes. What these workers created was a revolutionary approach to management that has proven itself in every industry around the world for the past thirty years--an approach that is perhaps the last, best hope for reviving the American Dream.

INSTANT NEW YORK TIMES BESTSELLER “One of the most important books I’ve ever read—an indispensable guide to thinking clearly about the world.” – Bill Gates “Hans Rosling tells the story of ‘the secret silent miracle of human progress’ as only he can. But *Factfulness* does much more than that. It also explains why progress is so often secret and silent and teaches readers how to see it clearly.” —Melinda Gates “*Factfulness* by Hans Rosling, an outstanding international public health expert, is a hopeful book about the potential for human progress when we work off facts rather than our inherent biases.” - Former U.S. President Barack Obama

Factfulness: The stress-reducing habit of only carrying opinions for which you have strong supporting facts. When asked simple questions about global trends—what percentage of the world’s population live in poverty; why the world’s population is increasing; how many girls finish school—we systematically get the answers wrong. So wrong that a chimpanzee choosing answers at random will consistently outguess teachers, journalists, Nobel laureates, and investment bankers. In *Factfulness*, Professor of International Health and global TED phenomenon Hans Rosling, together with his two long-time collaborators, Anna and Ola, offers a radical new explanation of why this happens. They reveal the ten instincts that distort our perspective—from our tendency to divide the world into two camps (usually some version of us and them) to the way we consume media (where fear rules) to how we perceive progress (believing that most things are getting worse). Our problem is that we don’t know what we don’t know, and

even our guesses are informed by unconscious and predictable biases. It turns out that the world, for all its imperfections, is in a much better state than we might think. That doesn't mean there aren't real concerns. But when we worry about everything all the time instead of embracing a worldview based on facts, we can lose our ability to focus on the things that threaten us most. Inspiring and revelatory, filled with lively anecdotes and moving stories, *Factfulness* is an urgent and essential book that will change the way you see the world and empower you to respond to the crises and opportunities of the future. --- "This book is my last battle in my life-long mission to fight devastating ignorance...Previously I armed myself with huge data sets, eye-opening software, an energetic learning style and a Swedish bayonet for sword-swallowing. It wasn't enough. But I hope this book will be." Hans Rosling, February 2017.

In his first work of narrative nonfiction, Matthew Pearl, bestselling author of acclaimed novel *The Dante Club*, explores the little-known true story of the kidnapping of legendary pioneer Daniel Boone's daughter and the dramatic aftermath that rippled across the nation. On a quiet midsummer day in 1776, weeks after the signing of the Declaration of Independence, thirteen-year-old Jemima Boone and her friends Betsy and Fanny Callaway disappear near the Kentucky settlement of Boonesboro, the echoes of their faraway screams lingering on the air. A Cherokee-Shawnee raiding party has taken the girls as the latest salvo in the blood feud between American Indians and the colonial settlers who have decimated native lands and resources. Hanging Maw, the raiders' leader, recognizes one of the captives as Jemima Boone, daughter of Kentucky's most influential pioneers, and realizes she could be a valuable pawn in the battle to drive the colonists out of the contested Kentucky territory for good. With Daniel Boone and his posse in pursuit, Hanging Maw devises a plan that could ultimately bring greater peace both to the tribes and the colonists. But after the girls find clever ways to create a trail of clues, the raiding party is ambushed by Boone and the rescuers in a battle with reverberations that nobody could predict. As Matthew Pearl reveals, the exciting story of Jemima Boone's kidnapping vividly illuminates the early days of America's westward expansion, and the violent and tragic clashes across cultural lines that ensue. In this enthralling narrative in the tradition of Candice Millard and David Grann, Matthew Pearl unearths a forgotten and dramatic series of events from early in the Revolutionary War that opens a window into America's transition from colony to nation, with the heavy moral costs incurred amid shocking new alliances and betrayals.

"Stylish, smart, and scary as hell." —Chris Bohjalian, #1 New York Times bestselling author "A nightmarish white-knuckler." —O, The Oprah Magazine Oliver Park, a recovering addict from Indiana, finally has everything he ever wanted: sobriety and a loving, wealthy partner in Nathan, a prominent DC trauma surgeon. Despite their difference in age and disparate backgrounds, they've made a perfect life together. With everything to lose, Oliver shouldn't be visiting Haus, a gay bathhouse. But through the entrance he goes, and it's a line crossed. Inside, he follows a man into a private room, and it's the final line. Whatever happens next, Nathan can never know. But then, everything goes wrong, terribly wrong, and Oliver barely escapes with his life. He races home in full-blown terror as the hand-shaped bruise grows dark on his neck. The truth will destroy Nathan and everything they have together, so Oliver does the thing he used to do so well: he lies. What follows is a classic runaway-train narrative, full of the exquisite

escalations, edge-of-your-seat thrills, and oh-my-god twists. P. J. Vernon's *Bath Haus* is a scintillating thriller with an emotional punch, perfect for readers curious for their next must-read novel.

The best-selling workbook and grammar guide, revised and updated! Hailed as one of the best books around for teaching grammar, *The Blue Book of Grammar and Punctuation* includes easy-to-understand rules, abundant examples, dozens of reproducible exercises, and pre- and post-tests to help teach grammar to middle and high schoolers, college students, ESL students, homeschoolers, and more. This concise, entertaining workbook makes learning English grammar and usage simple and fun. This updated Twelfth Edition reflects the latest updates to English usage and grammar and features a two-color design and lay-flat binding for easy photocopying. Clear and concise, with easy-to-follow explanations, offering "just the facts" on English grammar, punctuation, and usage Fully updated to reflect the latest rules, along with quizzes and pre- and post-tests to help teach grammar Ideal for students from seventh grade through adulthood in the US and abroad For anyone who wants to understand the major rules and subtle guidelines of English grammar and usage, *The Blue Book of Grammar and Punctuation* offers comprehensive, straightforward instruction.

Widely acclaimed as one of the finest books ever written on race and class divisions in America, this powerful novel reflects the forces of poverty, injustice, and hopelessness that continue to shape our society. Copyright © Libri GmbH. All rights reserved.

"In this essential guide, Karen Berman and Joe Knight customize the approaches and insights from their acclaimed book *Financial Intelligence* specifically for entrepreneurs. The authors not only demystify common financial terms and tools, they also show how you can use this knowledge to gauge your company's performance and make better decisions."--Back cover.

Collects and analyzes seventy years of communist crimes that offer details on Kim Sung's Korea, Vietnam under "Uncle Ho," and Cuba under Castro.

A GOOD MORNING AMERICA BOOK CLUB PICK "An intense psychological drama that will be embraced by serious book clubs and fans of Lionel Shriver's *We Need to Talk about Kevin*." —Kristin Hannah, #1 New York Times bestselling author "A poetic, propulsive read that set my nerves jangling." —Lisa Jewell, #1 New York Times bestselling author of *Then She Was Gone* A tense, page-turning psychological drama about the making and breaking of a family—and a woman whose experience of motherhood is nothing at all what she hoped for—and everything she feared Blythe Connor is determined that she will be the warm, comforting mother to her new baby Violet that she herself never had. But in the thick of motherhood's exhausting early days, Blythe becomes convinced that something is wrong with her daughter—she doesn't behave like most children do. Or is it all in Blythe's head? Her husband, Fox, says she's imagining things. The more Fox dismisses her fears, the more Blythe begins to question her own sanity, and the more we begin to question what Blythe is telling us about her life as well. Then their son Sam is born—and with him, Blythe has the blissful connection she'd always imagined with her child. Even Violet seems to love her little brother. But when life as they know it is changed in an instant, the devastating fall-out forces Blythe to face the truth. *The Push* is a tour de force you will read in a sitting, an utterly immersive novel that will challenge everything you think you know about motherhood, about what we owe our

children, and what it feels like when women are not believed.

"Bibliography found online at tonyrobbins.com/masterthegame"--Page [643].

Has your company struggled to roll EOS out to all levels of your organization? Do your employees understand why EOS is important or even what it is? What the Heck is EOS? is for the millions of employees in companies running their businesses on EOS (Entrepreneurial Operating System). An easy and fast read, this book answers the questions many employees have about EOS and their company: • What is an operating system? • What is EOS and why is my company using it? • What are the EOS foundational tools and how do they impact me? • What's in it for me? Designed to engage employees in the EOS process and tools, What the Heck is EOS? uses simple, straightforward language and provides questions about each tool for managers and employees to discuss creating more ownership and buy-in at the staff level. After reading this book, employees will not only have a better understanding of EOS but they will be more engaged, taking an active role in helping achieve your company's vision.

"The most useful guide to getting things done since Getting Things Done." --Adam Grant, author of Give and Take Learn how small behavioral changes can lead to major personal and professional self-improvement Whether trying to lose weight, save money, get organized, or advance on the job, we're always setting goals and making resolutions, but rarely following through on them. According to longtime Wall Street technology strategist Caroline Arnold, the "big push" strategy of the New Year's resolution is designed to fail, because it broadly pits our limited willpower stores against an autopilot of entrenched behaviors and attitudes that is far more powerful. To change ourselves permanently, we need to focus our self-control on precise behavioral targets and overwhelm them. Small Move, Big Change is Arnold's guide to turning broad personal goals into meaningful and discrete behavioral changes that lead to permanent improvement. Providing scores of engaging real-world examples and new scientific findings, she shows us that while the traditional resolution promises rewards on a distant "someday," microresolutions work because they reward us today by instantly altering our routines and, ultimately, ourselves.

"I don't have time to look at the numbers." "That's what the accountant is for." "I can see what the balance is--that's all I need to know." Why do so many business owners dread looking at the numbers? Financial statements, ledgers, profit and loss reports--many avoid these and treat them like junk mail and phone solicitors. But as a small business owner, having an intimate knowledge of all these crucial numbers yourself is the most important tool you can equip yourself with in order to survive the constantly changing and highly competitive marketplace of the twenty-first century. Nevertheless, it's true--you're not a numbers person. How can you learn to make sense out of all this Greek? Accounting for the Numberphobic to the rescue! This easy-to-follow guide demystifies your company's financial dashboard: the Net Income Statement, Cash Flow Statement, and Balance Sheet. The book explains in plain English how each measurement reflects the overall health of your business--and impacts your decisions. Even self-proclaimed numbers dummies will discover:• How your Net Income Statement is the key to growing your profits• How to identify the break-even point that means your business is self-sustaining• Real-world advice on measuring and increasing cash flow• What the Balance Sheet reveals about your company's worth• And moreDon't leave your company's

finances entirely in the hands of a third-party accounting service or an employee who is only loyal to the highest paycheck. Even worse--don't ignore them altogether! Knowing the numbers yourself isn't just about seeing how your company is doing . . . it's about knowing where it is going--and guiding it toward the highest profits possible.

Winner of the National Outdoor Book Award for Natural History "After reading Super Fly, you will never take a fly for granted again. Thank you, Jonathan Balcombe, for reminding us of the infinite marvels of everyday creatures." —Sy Montgomery, Author of How to Be a Good Creature From an expert in animal consciousness, a book that will turn the fly on the wall into the elephant in the room. For most of us, the only thing we know about flies is that they're annoying, and our usual reaction is to try to kill them. In Super Fly, the myth-busting biologist Jonathan Balcombe shows the order Diptera in all of its diversity, illustrating the essential role that flies play in every ecosystem in the world as pollinators, waste-disposers, predators, and food source; and how flies continue to reshape our understanding of evolution. Along the way, he reintroduces us to familiar foes like the fruit fly and mosquito, and gives us the chance to meet their lesser-known cousins like the Petroleum Fly (the only animal in the world that breeds in crude oil) and the Chocolate Midge (the sole pollinator of the Cacao tree). No matter your outlook on our tiny buzzing neighbors, Super Fly will change the way you look at flies forever. Jonathan Balcombe is the author of four books on animal sentience, including the New York Times bestselling What A Fish Knows, which was nominated for the PEN/E.O. Wilson Award for Science Writing. He has worked for years as a researcher and educator with the Humane society to show us the consciousness of other creatures, and here he takes us to the farthest reaches of the animal kingdom.

How To Maintain Positive Performance Through Your Company's Ups And Downs In this book, author Brent R. Tilson brings to life the classic challenge that all business leaders face as they push their businesses through the conflict of growth and business capability, often referred to as the S-curve life cycle. Through a fable drawn from his work with hundreds of businesses over twenty-five years of experience, he creates a case study that will take you, along with the characters Frank and Susan, on a journey of self-discovery. The practical tools, methodologies, and advice are thought provoking yet simple. Brent's innovative use of a business's "Lifeline," combined with his "Quad 4" methodology, helps leaders gain an understanding of how their business is performing today, and creates a road map for the future. Financial statements give leaders only a rearview-mirror look at a company's performance. The key is to have the information to look forward--through the "dashboard" showing where the company is going. In this book, Brent presents tools for leaders to zero in on the critical numbers and measurements they need to monitor. Some of the key issues he addresses are: -Is the company in the Driving Zone or Drama Zone? -Is revenue per employee growing? -What is the return on investment the company is getting from its employees? - What will put the company out of business? -Is the company outperforming the competition? The key is to Go Slow and truly understand the business's current capability; then you can make the necessary changes, adjustments, and improvements to prepare for the future--and get ready to Grow Fast.

Do you have a grip on your business, or does your business have a grip on you? All entrepreneurs and business leaders

face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 80,000 companies have discovered what EOS can do. In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying Traction every day to run profitable, frustration-free businesses—and you can too. For an illustrative, real-world lesson on how to apply Traction to your business, check out its companion book, *Get A Grip*.

One teenager in a skirt. One teenager with a lighter. One moment that changes both of their lives forever. If it weren't for the 57 bus, Sasha and Richard never would have met. Both were high school students from Oakland, California, one of the most diverse cities in the country, but they inhabited different worlds. Sasha, a white teen, lived in the middle-class foothills and attended a small private school. Richard, a black teen, lived in the crime-plagued flatlands and attended a large public one. Each day, their paths overlapped for a mere eight minutes. But one afternoon on the bus ride home from school, a single reckless act left Sasha severely burned, and Richard charged with two hate crimes and facing life imprisonment. *The 57 Bus* is Dashka Slater's true account of the case that garnered international attention and thrust both teenagers into the spotlight.

Advanced degrees are necessary for careers that once required only a college education. Yet little has been written about who gets into grad school and why. Julie Posselt pulls back the curtain on this secret process, revealing how faculty evaluate applicants in top-ranked doctoral programs in the humanities, social sciences, and natural sciences. An enlightening narrative exploring an oft-overlooked aspect of the sixteenth president's life, *An American Marriage* reveals the tragic story of Abraham Lincoln's marriage to Mary Todd. Abraham Lincoln was apparently one of those men who regarded "connubial bliss" as an untenable fantasy. During the Civil War, he pardoned a Union soldier who had deserted the army to return home to wed his sweetheart. As the president signed a document sparing the soldier's life, Lincoln said: "I want to punish the young man—probably in less than a year he will wish I had withheld the pardon." Based on thirty years of research, *An American Marriage* describes and analyzes why Lincoln had good reason to regret his marriage to Mary Todd. This revealing narrative shows that, as First Lady, Mary Lincoln accepted bribes and kickbacks, sold permits and pardons, engaged in extortion, and peddled influence. The reader comes to learn that Lincoln wed Mary Todd because, in all likelihood, she seduced him and then insisted that he protect her honor. Perhaps surprisingly, the 5'2" Mrs. Lincoln often physically abused her 6'4" husband, as well as her children and servants; she

humiliated her husband in public; she caused him, as president, to fear that she would disgrace him publicly. Unlike her husband, she was not profoundly opposed to slavery and hardly qualifies as the “ardent abolitionist” that some historians have portrayed. While she provided a useful stimulus to his ambition, she often “crushed his spirit,” as his law partner put it. In the end, Lincoln may not have had as successful a presidency as he did—where he showed a preternatural ability to deal with difficult people—if he had not had so much practice at home.

Simple Numbers, Straight Talk, Big Profits!

The nation's premier communications expert shares his wisdom on how the words we choose can change the course of business, of politics, and of life in this country. In *Words That Work*, Luntz offers a behind-the-scenes look at how the tactical use of words and phrases affects what we buy, who we vote for, and even what we believe in. With chapters like “The Ten Rules of Successful Communication” and “The 21 Words and Phrases for the 21st Century,” he examines how choosing the right words is essential. Nobody is in a better position to explain than Frank Luntz: He has used his knowledge of words to help more than two dozen Fortune 500 companies grow. He'll tell us why Rupert Murdoch's six-billion-dollar decision to buy DirectTV was smart because satellite was more cutting edge than “digital cable,” and why pharmaceutical companies transitioned their message from “treatment” to “prevention” and “wellness.” If you ever wanted to learn how to talk your way out of a traffic ticket or talk your way into a raise, this book's for you.

Take the mystery out of small business finance with this no-frills guide to understanding the numbers that will guide your business out of any financial black hole. Author Greg Crabtree, a successful accountant, small business advisor, and popular presenter, shows you how to use your firm's key financial indicators as a basis for smart business decisions as you grow your firm from startup to \$5 million (and, more!) in annual revenue. Jargon free, and presented in an easy-to-follow, step-by-step format, with plenty of real-world examples, Crabtree's down-to-earth discussion highlights the most common financial errors committed by small businesses, and how to avoid them.

Do you have a real relationship with God, or do you just have a religion? Do you know God, or do you just know about God? In *How Big Is Your God?* Paul Coutinho, SJ, challenges us to grow stronger and deeper in our faith and in our relationship with God—a God whose love knows no bounds. To help us on our way, Coutinho introduces us to people in various world religions—from Hindu friends to Buddhist teachers to St. Ignatius of Loyola—who have shaped his spiritual life and made possible his deep, personal relationship with God.

Zelie Adebola remembers when the soil of Or sha hummed with magic. Burners ignited flames, Tiders beckoned waves, and Zelie's Reaper mother summoned forth souls. But everything changed the night magic disappeared. Under the orders of a ruthless king, maji were killed, leaving Zelie without a mother and her people without hope.

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The book features numerous exercises and examples (with associated templates available on the Web), a powerful new management tool known as “The Financial Scoreboard,” and an extensive glossary. Managing by the Numbers is an essential resource for entrepreneurs, business owners, managers, and anyone eager to improve their mastery of the financial side of running a business.

From popular LGBTQ advice columnist and writer John Paul Brammer comes a hilarious, heartwarming memoir-in-essays chronicling his journey growing up as a queer, mixed-race kid in America’s heartland to becoming the “Chicano Carrie Bradshaw” of his generation. “A wise and charming book. [Brammer] is such a good writer, and so well rounded.”—David Sedaris “[Brammer] is both kind and piercingly funny, often in the same sentence....Personal and affecting....¡Hola Papi! is a master class of tone and tenderness, as Brammer balances self-compassion with humor.” —THE NEW YORK TIMES BOOK REVIEW (EDITORS’ CHOICE) “[¡Hola Papi! should be] required reading...[Brammer’s] writing is incredibly funny, kind, and gracious to his readers, and deeply vulnerable in a way that makes it feel as if he’s talking to only you.” —LOS ANGELES TIMES The first time someone called John Paul (JP) Brammer “Papi” was on the popular gay hookup app Grindr. At first, it was flattering; JP took this as white-guy speak for “hey, handsome.” Who doesn’t want to be called handsome? But then it happened again and again...and again, leaving JP wondering: Who the hell is Papi? What started as a racialized moniker given to him on a hookup app soon became the inspiration for his now wildly popular advice column “¡Hola Papi!,” launching his career as the Cheryl Strayed for young queer people everywhere—and some straight people too. JP had his doubts at first—what advice could he really offer while he himself stumbled through his early 20s? Sometimes the best advice to dole out comes from looking within, which is what JP has done in his column and book—and readers have flocked to him for honest, heartfelt wisdom, and of course, a few laughs. In ¡Hola Papi!, JP shares his story of growing up biracial and in the closet in America’s heartland, while attempting to answer some of life’s toughest questions: How do I let go of the past? How do I become the person I want to be? Is there such a thing as being too gay? Should I hook up with my grade school bully now that he’s out of the closet? Questions we’ve all asked ourselves, surely. ¡Hola Papi! is “a warm, witty compendium of hard-won life lessons,” (Harper’s Bazaar) for anyone—gay, straight, and everything in between—who has ever taken stock of their unique place in the world. “Readers are likely to become addicted to these stories; they’re that good...Brammer comes to know himself very well, and readers will be delighted to make his acquaintance, too,” (Booklist, starred review).

In this Newbery Honor–winning novel, Gary D. Schmidt tells the witty and compelling story of a teenage boy who feels that fate has it in for him, during the school year 1968-69. Seventh grader Holling Hoodhood isn’t happy. He is sure his new teacher, Mrs. Baker, hates his guts. Holling’s domineering father is obsessed with his business image and disregards his family. Throughout the school year, Holling strives to get a handle on the Shakespeare plays Mrs. Baker assigns him to read on his own time, and to figure out the enigmatic Mrs. Baker. As the Vietnam War turns lives upside down, Holling comes to admire and respect both Shakespeare and Mrs. Baker, who have more to offer him than he imagined. And when his family is on the verge of coming apart, he also discovers his loyalty to his sister, and his ability to stand up to his father when it matters most.

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. The Transforming Power of Hospitality in Business Those with a passion for food and hospitality often dream of opening up their own restaurant or becoming the next celebrity chef. And why not? After all, it seems as if restaurateurs and celebrity chefs live a life surrounded by good food, great drinks, and even better people. People pursue this passion because they believe that their love of food is enough, but these people also struggle, and more often than not, they fail. Opening a restaurant is more than just

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having a passion for food, it's also about learning the business of an increasingly competitive industry. Author Danny Meyer is one of the most successful restaurateurs in the United States because of his passion for hospitality and his knowledge of the business. So if you want to learn how to build a restaurant empire like Danny Meyer, then keep on reading! As you read, you'll learn how to adopt a successful business model, why it's important to give to the community, and how you can go the extra mile in treating your guests.

Provides an overview of business plans that didn't require an influx of cash from a venture capitalist, but rather received money from their customers and describes five ingenious approaches used by innovative entrepreneurs at companies like Threadless, TutorVista and GoViral. Sharing the essentials of sales, marketing, negotiation, strategy, and much more, the creator of PersonalMBA.com shows readers how to master the fundamentals, hone their business instincts, and save a fortune in tuition.

Discover the vital few factors that can turn a failing business into a thriving profitable company. You're Six Key Numbers away from a complete transformation.

Novel based on Pirates and buried gold of Treasure Island (Imaginary place).

"Become Your Own Boss is a must-read if you're thinking of launching a business of your own." --Jean Chatzky, bestselling author of Money 911 and Financial Editor, NBC Today Create a successful business this year! Written by America's #1 Small Business Expert, this essential handbook shows you how to launch your own business in just twelve months. Using her years of experience in business development, Melinda Emerson guides you through the process with step-by-step instructions for developing an effective marketing plan, setting a budget, and maintaining your business once it's up and running. She also offers brand-new strategies for obtaining financing through means like crowdsourcing as well as social media techniques that help build your business--all of which has been updated for today's market. With Emerson's expert business advice, you will finally follow your dreams and become your own boss!

Thinking Statistically is the "sharp little book" that shows you how to think like a statistician, without worrying about formal statistical techniques. Along the way we learn how selection bias can explain why your boss doesn't know he sucks (even when everyone else does); how to use Bayes' Theorem to decide if your partner is cheating on you; and why Mark Zuckerberg should never be used as an example for anything. See the world in a whole new light, and make better decisions and judgements without ever going near a t-test. Think. Think Statistically.

Simple Numbers can guide you to increased business profitability Take the mystery out of small business finance with this no-frills guide to understanding the numbers that will guide your business out of any financial black hole. Author Greg Crabtree, a successful accountant, small business advisor, and popular presenter, shows you how to use your firm's key financial indicators as a basis for smart business decisions as you grow your firm from startup to \$5 million (and, more) in annual revenue. Jargon free, and presented in an easy-to-follow, step-by-step format, with plenty of real-world examples, Crabtree's down-to-earth discussion highlights the most common financial errors committed by small businesses, and how to avoid them. You'll be fascinated to learn: Why your numbers are lying to you (and why you are the cause) How labor productivity is the key to profitability and simplifying human resource decisions Why the amount of tax you pay is your #1 key performance indicator Take advantage of Crabtree's years of experience teaching clients how to build successful businesses by "seeing beyond numbers" with this step-by-step guide to increasing your businesses profitability.

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