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By the time you've finished Accounting for the Numberphobic, you'll be reading your financial dashboard like a pro. This audiobook takes the terror out of accounting, as it demystifies - in plain English - documents like the Net Income Statement, Cash Flow Statement, and Balance Sheet.

Accounting for the Numberphobic (Audiobook) by Dawn ...

According to the new book Accounting for the Numberphobic: A Survival Guide for Small Business Owners by Dawn Fotopulos, refusing to understand the finances of the business is one of the biggest mistakes entrepreneurs can make. In fact, it is not really undercapitalization that leads to small business failures; rather, the main cause why small businesses fail is management ignorance, a huge part of which is the lack of financial know-how.

Book Review: Accounting for the Numberphobic

Accounting for the Numberphobic: A Survival Guide for Small Business Owners takes the monster of Financial Statements and transforms it to the tools that they are designed to be. Spedometer, Fuel Gauge and Oil Pressure. The boogeyman has no teeth and no more claws.

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Enter "Accounting for the Numberphobic: A Survival Guide for Small Business Owners" by Dawn Fotopulos—it's for people who try to avoid accounting at all costs, and need some working knowledge to get by.

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Accounting for the Numberphobic by Dawn Fotopulos ...

Dawn Fotopulos is the Professor of Business at The King's College and author of Accounting for the Numberphobic: A Survival Guide for Small Business Owners (AMACOM). As an experienced entrepreneur and small-business turnaround expert she has rescued hundreds of small businesses from financial disaster.

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