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**101 FINANCIAL SOLUTIONS:
DIAGNOSIS AND REMEDY**

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DELTA PUBLISHING COMPANY

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PREFACE

A manager's success depends largely on his or her ability to manage a company's assets. This mission is complicated by the interdependent nature of a company's finances. One short-term financial problem, such as a cash flow shortage, can cause a longer-term credit problem, such as denials for bank loans. The successful manager must be able to quickly identify and resolve such short-term problems in order to prevent their long-term deleterious effects.

101 Financial Solutions: Diagnosis and Remedy is an indispensable handy desk reference for effective business managers. Covering every facet of the daily management of a business's finances, it is designed to help managers pinpoint, resolve, and prevent financial problems. In each case, it also points out potential ripple effects—the ways in which a problem in one sector can disrupt operations in other areas.

Inspired in part by the practical troubleshooting books written for car and home repair, *101 Financial Solutions: Diagnosis and Remedy* is a hands-on, action-oriented course for business managers, accountants, marketing managers, financial managers and officers, credit managers, entrepreneurs, and all business professionals who have fiscal responsibilities. One of the course's strongest features is its user-friendly, uniform format. Each business and financial problem is illuminated in the following, step-by-step fashion:

1. Detecting Early Warning Signs
2. Prognosis and Diagnosis
3. Analysis and Evaluation
4. Remedy
5. Preventive Measures
6. Ripple Effects

Ripple effects, the final item covered under each problem, will be of particular value to managers seeking to prevent costly systemic disruptions. Cross-references throughout the course provide a running, in-text index of related areas.

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