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¡Haz que tu negocio trabaje para ti, obtén ganancias de todos tus
ingresos y garantiza la rentabilidad de tu empresa! En su manera
franca y entretenida, Mike Michalowicz revela por qué la fórmula
tradicional $\text{ventas} - \text{gastos} = \text{ganancia}$ no sólo es contraria a la

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conducta humana, sino un mito que te encierra en un ciclo interminable de vender más y aprovechar menos. La ganancia es primero adopta un enfoque conductual de la contabilidad y propone la siguiente fórmula: $\text{ventas} - \text{ganancia} = \text{gastos}$. Al obtener beneficios en primer lugar y emplear sólo lo que queda en los gastos, transformarás al instante tu negocio de un monstruo comedinerero a una máquina generadora de efectivo. Usando el sistema de Profit First aprenderás, entre muchas cosas más, que: - Con cuatro principios sencillos puedes simplificar la contabilidad y facilitar la gestión de un negocio rentable revisando los saldos de las cuentas bancarias. - Un negocio pequeño y rentable puede valer mucho más que un negocio grande que sobrevive al borde de su capacidad. - Las empresas que logran una rentabilidad temprana y sostenida tienen una mejor oportunidad para lograr un crecimiento a

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largo plazo. Con docenas de estudios de casos, consejos prácticos y su característico sentido del humor, Michalowicz ofrece el mapa a seguir para que cualquier empresario gane tanto dinero como siempre soñó.

□ Haz que tu negocio trabaje para ti, obtén ganancias de todos tus ingresos y garantiza la rentabilidad de tu empresa! En su manera franca y entretenida, Mike Michalowicz revela por qué la fórmula tradicional $\text{ventas} - \text{gastos} = \text{ganancia}$ no sólo es contraria a la conducta humana, sino un mito que te encierra en un ciclo interminable de vender más y aprovechar menos. La ganancia es primero adopta un enfoque conductual de la contabilidad y propone la siguiente fórmula: $\text{ventas} - \text{ganancia} = \text{gastos}$. Al obtener beneficios en primer lugar y emplear sólo lo que queda en los

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seguir para que cualquier empresario gane tanto dinero como
siempre so[. ENGLISH DESCRIPTION Author of cult classics
The Pumpkin Plan and The Toilet Paper Entrepreneur offers a

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Simple, counterintuitive cash management solution that will help
small businesses break out of the doom spiral and achieve instant
profitability. Conventional accounting uses the logical (albeit,
flawed) formula: Sales - Expenses = Profit. The problem is,
businesses are run by humans, and humans aren't always logical.
Serial entrepreneur Mike Michalowicz has developed a behavioral
approach to accounting to flip the formula: Sales - Profit =
Expenses. Just as the most effective weight loss strategy is to limit
portions by using smaller plates, Michalowicz shows that by taking
profit first and apportioning only what remains for expenses,
entrepreneurs will transform their businesses from cash-eating
monsters to profitable cash cows. Using Michalowicz's Profit First
system, readers will learn that: * Following 4 simple principles can
simplify accounting and make it easier to manage a profitable

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business by looking at bank account balances. * A small, profitable business can be worth much more than a large business surviving on its top line. * Businesses that attain early and sustained profitability have a better shot at achieving long-term growth. With dozens of case studies, practical, step-by-step advice, and his signature sense of humor, Michalowicz has the game-changing roadmap for any entrepreneur to make money they always dreamed of.

Each year Americans start one million new businesses, nearly 80 percent of which fail within the first five years. Under such pressure to stay alive—let alone grow—it's easy for entrepreneurs to get caught up in a never-ending cycle of "sell it—do it, sell it—do it" that leaves them exhausted, frustrated, and unable to get ahead no matter how

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hard they try. This is the exact situation Mike Michalowicz found himself in when he was trying to grow his first company. Although it was making steady money, there was never very much left over and he was chasing customers left and right, putting in twenty-eight-hour days, eight days a week. The punishing grind never let up. His company was alive but stunted, and he was barely breathing. That's when he discovered an unlikely source of inspiration—pumpkin farmers. After reading an article about a local farmer who had dedicated his life to growing giant pumpkins, Michalowicz realized the same process could apply to growing a business. He tested the Pumpkin Plan on his own company and transformed it into a remarkable, multimillion-dollar industry leader. First he did it for himself. Then for others. And now you. So what is the Pumpkin Plan? Plant the right seeds: Don't waste time doing a bunch of

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different things just to please your customers. Instead, identify the thing you do better than anyone else and focus all of your attention, money, and time on figuring out how to grow your company doing it. Weed out the losers: In a pumpkin patch small, rotten pumpkins stunt the growth of the robust, healthy ones. The same is true of customers. Figure out which customers add the most value and provide the best opportunities for sustained growth. Then ditch the worst of the worst. Nurture the winners: Once you figure out who your best customers are, blow their minds with care. Discover their unfulfilled needs, innovate to make their wishes come true, and overdeliver on every single promise. Full of stories of other successful entrepreneurs, The Pumpkin Plan guides you through unconventional strategies to help you build a truly profitable blue-ribbon company that is the best in its field.

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Do you worry that your business will collapse without your constant presence? Are you sacrificing your family, friendships, and freedom to keep your business alive? What if instead your business could run itself, freeing you to do what you love when you want, while it continues to grow and turn a profit? It's possible. And it's easier than you think. If you're like most entrepreneurs, you started your business so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash. Now, Mike Michalowicz, the author of Profit First and other small-business bestsellers, offers a straightforward step-by-step path out of this dilemma. In *Clockwork*, he draws on more than six years of

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research and real life examples to explain his simple approach to making your business ultra-efficient. Among other powerful strategies, you will discover how to:

- Make your employees act like owners: Free yourself from micromanaging by using a simple technique to empower your people to make smart decisions without you.
- Pinpoint your business's most important function: Unleash incredible efficiency by identifying and focusing everyone on the one function that is most crucial to your business.
- Know what to fix next: Most entrepreneurs try to fix every inefficiency at once and end up fixing nothing. Use the "weakest link in the chain" method to find the one fix that will add the most value now. Whether you have a staff of one, one hundred, or somewhere in between, whether you're a new entrepreneur or have been overworked and overstressed for years, Clockwork is your path to finally making

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Think and Grow Rich - Napoleon Hill - The most famous of all teachers of success spent "a fortune and the better part of a lifetime of effort" to produce the "Law of Success" philosophy that forms the basis of his books and that is so powerfully summarized and explained for the general public in this book. In Think and Grow Rich, Hill draws on stories of Andrew Carnegie, Thomas Edison, Henry Ford, and other millionaires of his generation to illustrate his principles. This book will teach you the secrets that could bring you a fortune. It will show you not only what to do but how to do it. Once you learn and apply the simple, basic techniques revealed here, you will have mastered the secret of true and lasting success. Money and material things are essential for freedom of body and

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mind, but there are some who will feel that the greatest of all riches
can be evaluated only in terms of lasting friendships, loving family
relationships, understanding between business associates, and
introspective harmony which brings one true peace of mind! All
who read, understand, and apply this philosophy will be better
prepared to attract and enjoy these spiritual values.

There are four critical areas that today's ecommerce sellers struggle
with in growing their businesses - managing inventory relying on
debt; understanding their financial data; and maintaining focus.
Cyndi Thomason has taken the core concepts of the Profit First
methodology created by Mike Michalowicz and customized them to
ecommerce.

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Author of cult classics *The Pumpkin Plan* and *The Toilet Paper Entrepreneur* offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: $\text{Sales} - \text{Expenses} = \text{Profit}$. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: $\text{Sales} - \text{Profit} = \text{Expenses}$. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First system, readers will learn that:

- Following 4 simple principles can

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simplify accounting and make it easier to manage a profitable business by looking at bank account balances. - A small, profitable business can be worth much more than a large business surviving on its top line. - Businesses that attain early and sustained profitability have a better shot at achieving long-term growth. With dozens of case studies, practical, step-by-step advice, and his signature sense of humor, Michalowicz has the game-changing roadmap for any entrepreneur to make money they always dreamed of.

During economic contractions, it becomes much more difficult to sell your products, maintain your customer base, and gain market share. Mistakes become more costly, and failure becomes a real possibility for all those who are not able to make the transition. But

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Imagine being able to sell your products when others cannot, being able to take market share from both your competitors, and knowing the precise formulas that would allow you to expand your sales while others make excuses. If You're Not First, You're Last is about how to sell your products and services—despite the economy—and provides the reader with ways to capitalize regardless of their product, service, or idea. Grant shares his proven strategies that will allow you to not just continue to sell, but create new products, increase margins, gain market share and much more. Key concepts in If You're Not First, You're Last include: Converting the Unsold to Sold The Power Schedule to Maximize Sales Your Freedom Financial Plan The Unreasonable Selling Attitude

Frost & Sullivan's 2014 Growth, Innovation, and Leadership Book

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of the Year "EXPONENTIAL ORGANIZATIONS should be required reading for anyone interested in the ways exponential technologies are reinventing best practices in business." [Ray Kurzweil, Director of Engineering at Google In business, performance is key. In performance, how you organize can be the key to growth. In the past five years, the business world has seen the birth of a new breed of company—the Exponential Organization—that has revolutionized how a company can accelerate its growth by using technology. An ExO can eliminate the incremental, linear way traditional companies get bigger, leveraging assets like community, big data, algorithms, and new technology into achieving performance benchmarks ten times better than its peers. Three luminaries of the business world—Salim Ismail, Yuri van Geest, and Mike Malone—have researched this phenomenon and

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documented ten characteristics of Exponential Organizations. Here, in EXPONENTIAL ORGANIZATIONS, they walk the reader through how any company, from a startup to a multi-national, can become an ExO, streamline its performance, and grow to the next level. "EXPONENTIAL ORGANIZATIONS is the most pivotal book in its class. Salim examines the future of organizations and offers readers his insights on the concept of Exponential Organizations, because he himself embodies the strategy, structure, culture, processes, and systems of this new breed of company."
□John Hagel, The Center for the Edge Chosen by Benjamin Netanyahu, Prime Minister of Israel, to be one of Bloomberg's Best Books of 2015

Now revised and updated, this "inspired, impactful, and important"

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book shows how to achieve the ultimate success by rectifying the small problems that can sink a business (Stephen R. Covey, author of *The 7 Habits of Highly Effective People*). Once every few years a book comes along with an insight so penetrating, so powerful—and so simply, demonstrably true—that it instantly changes the way we think and do business. Such a book is *Broken Windows, Broken Business*, a breakthrough in management theory that can alter the destiny of countless companies striving to stay ahead of their competition. In this vital work, author Michael Levine offers compelling evidence that problems in business, large and small, typically stem from inattention to tiny details. Social psychologists and criminologists agree that if a window in a building is broken and left unrepaired, soon thereafter the rest of the windows will be broken—and the perception will build that crime in that

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neighborhood is out of control. The same principle applies to business. Drawing on real-world corporate examples, from JetBlue's decision to give fliers what they really want—leather seats, personal televisions, online ticketing - to Google's customer-based strategy for breaking out of the pack of Internet search engines, to business-to-business firms' successes and failures, Levine proves again and again how constant vigilance and an obsession with detail can make or break a business or a brand. With tips and advice on changing any business to one that dots its i's, crosses its t's, and attracts more clients, *Broken Windows, Broken Business* goes straight to the heart of what makes all enterprises successful—the little things that mean a lot.

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