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Fotopulos This book was written
for business owners who hate
looking at their company ' s
numbers. Accounting for the
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interpret financial statements and
ratios to measure the financial
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Accounting for the Numberphobic
Accounting for the Numberphobic:
A Survival Guide for Small
Business Dawn Fotopulos
(Author), Karen Saltus (Narrator),
Gildan Media, LLC (Publisher)

Accounting for the Numberphobic :
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This episode of the Sage Advice podcast features Dawn Fotopulos, an associate professor of business at The King ' s College in New York City and the author of Accounting for the Numberphobic: A Survival Guide for Small Business Owners. Dawn is the CEO of Hidden Profit Academy whose mission is to double small business survival rates.

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Accounting for the Numberphobic is a great text book for non-financial business students. It provides context behind the numbers and teaches you how to actually make better business decisions. “ Every eight minutes a small business dies. ”

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