



Profit First: A Simple System To Transform Any Business From A Cash-Eating Monster To A Money-Making Machine

By Mike Michalowicz

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You are about to discover the profoundly simple yet shockingly effective accounting plug-in that will transform your business from a cash eating monster into a money making machine. In Profit First, Mike Michalowicz, author of The Pumpkin Plan & The Toilet Paper Entrepreneur, explains why the GAAP accounting method is contrary to human nature, trapping entrepreneurs in the panic-driven cycle of operating check-to-check and reveals why this new method is the easiest and smartest way to ensure your business becomes wildly (and permanently) profitable from your very next deposit forward.

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