



**Cash Traps**  
*Small Business Secrets for Reducing  
Costs and Improving Cash Flow*  
**Jeffrey P. Davidson and Charles W. Dean**

How to analyze and project cash flow quickly and easily—then take simple steps to improve the numbers...

**W**ritten by a prolific small business consultant/author in collaboration with a well-known financial expert, *Cash Traps* shows small business owners and managers how to meet their biggest challenge—maintaining a positive cash flow. Readers will learn how to recognize and avoid “cash traps” that drain profits and resources from the company—as well as simple, yet effective techniques for actually increasing cash flow.

- Not a general financial guide but a collection of practical ideas for pruning costs, managing capital, and avoiding needless losses
- Covers techniques that are easy to use and involve simple control and bookkeeping systems

JEFFREY P. DAVIDSON (Falls Church, Virginia) is a top management consultant and lecturer. He is the author of *Marketing on a Shoestring* and *Getting New Clients*, and has written 25 articles on small business finances.

**SHIPPING: Early January**

**224 pp.**

**(0 471 53624-5)**

**(0 471 53625-3)**

**Business/Small Business**

**\$14.95**

**\$34.95\***

**6 x 9**

**PAPER**

**CLOTH**