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Contact: Tom Perry
212/850-6249

*Guidance for
Small Business Owners and Entrepreneurs*

CASH TRAPS

Small Business Secrets for Reducing Costs & Improving Cash Flow

Jeffrey P. Davidson
& Charles W. Dean

"CASH TRAPS turns analysis into reality by offering entrepreneurs specific steps they can take today to improve their cash situation. I'm impressed."

-- Pet Niedbala, Director,
Domino Pizza Innovation Network

"The authors have crammed hundreds of useful ideas into this book that will help you in your business. If you read this book and are not successful, you can bet you've missed something in these pages."

-- Dan Bagin, Publisher
Communications Briefings

"Jeff Davidson has a knack for gathering hard-to-find information and organizing it so it's very useful. He's done it again with Chuck Dean in CASH TRAPS."

-- Rick Barrera, Coauthor
Non-Manipulative Selling

"CASH TRAPS is another great book by Jeff Davidson, ably supported by Chuck Dean. The chapter on 'Collecting your Cash' is well worth the price of the book alone."

-- Herman Baron, President
DIANE Book Distributors

One of the most basic survival skills for a small business operator is managing cash flow. According to Jeffrey Davidson and Charles Dean, both consultants and authors, there are numerous *cash traps* that drain working capital. "As executives and entrepreneurs" they write, "...we learn early in our careers that sometimes, despite the most carefully laid plans, costly and unexpected situations and events crop up beyond those we had already generously allocated for." Their new book **CASH TRAPS: Small Business Secrets for Reducing Costs and Improving Cash Flow** (Wiley; February 26, 1992; \$14.95; paper) will be instrumental in helping to head off business threatening cash traps.

Making payroll, imprudent purchasing, underbidding, poor collections, paying excessive utility bills, receiving bad checks, employee theft: each of these can seriously hurt a business' operation. In **CASH TRAPS**, Davidson and Dean discuss straightforward strategies any manager can follow that will keep operations liquid and keep expenses in tow. The authors explain:

- The nuances of preparing, maintaining and using cash flow projections;
- A variety of techniques for keeping payroll costs as low as possible without sacrificing quality and productivity;
- Cost-effective purchasing techniques, including peak buying, odd-lot purchasing, commercial discounts and buying at auction;
- How to get the most from a bank, collecting debts, and checkbook techniques and tips;
- How contractors can avoid cash traps;
- Tight security self-auditing techniques.

In his Foreword, Nicholas Kalis writes, "Davidson and Dean cut right to the quick with practical insights and recommendations that you can put into motion. They don't waste any time or words in conveying to you sure fire, proven techniques for staying liquid, getting leaner, and keeping more of your cash."

ABOUT THE AUTHORS:

JEFFREY P. DAVIDSON is a management consultant, lecturer, and prolific author of several highly successful business books, including *Marketing Your Consulting and Professional Services* (with Richard A. Connor, Jr.) and *Marketing on a Shoestring*.

CHARLES W. DEAN is the President of S.W. Dean & Company, a financial consulting and investment management firm in Washington, D.C., specializing in servicing small businesses, pension funds and individual accounts.

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