



# Cash Rules for Entrepreneurs

*Troy Schrock*

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## **Cash Rules for Entrepreneurs** Troy Schrock

A cash flow management primer for entrepreneurs and business owners. Cash flow is the lifeblood of business. If you run out of cash, your operations stop. If you have no source for more cash, your business fails. How well are you managing the cash flow in your business? Many small business owners express a need to understand this area better. Perhaps you are one of them. This book is not an exhaustive study, but it does cover a broad range of principles related to managing cash flow, including: • The Value Vector • The 7 Cash Flow Drivers • Managing Working Capital and the Cash Conversion Cycle • The Four Bottom Lines • The Growth Factor • The Innovation Curve • Cash Hygiene for Entrepreneurs • 5 General Sources of Cash • Flow of Financial Statements Whether you are a business owner, an accountant, a banker, a CFO, or an aspiring entrepreneur, you are wise to take this topic so seriously. You might be thinking, “I should already know this stuff,” but a topic so critical to the success of your business can’t hurt for a little refreshment. For an electronic version of this material, including a podcast of the text, visit [CashRulesForEntrepreneurs.com](http://CashRulesForEntrepreneurs.com).

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