



## The Laws of PROFIT: Plan for Profit, or Plan for Loss

By Michael E Kinlow

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 186 pages. Dimensions: 8.5in. x 5.5in. x 0.4in. The Laws of Profit describes the success principles business leaders must know to plan, create and execute Profit Plans; and dispels the common myths as to why Business Plans, Annual Plans and Sales and Marketing plans are NOT PROFIT PLANS. The book uncovers the 7 KEYS every business must use to plan, control and increase their profitability, and how to increase revenues and profits scientifically regardless of the economy. In The Laws of Profit, you will learn why selling at cost actually LOSES PROFITS, and how some companies literally market and sell themselves into bankruptcy. It describes the symptoms of Profit Deficit Disorder, and how it can be cured to stop losses and free profits. The book answers questions like - Why are your revenues increasing but your profits are not, and Why is speeding up your operations actually causing you to LOSE money The Laws of Profit bridges the gap between formal education and years of experience for the entrepreneur and business leader to focus on cash and cash impacts of decision making in order to realize profitability, -faster....



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