



Anticipating Business Viability

By Olivier Balas

Llumina Press, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Some companies make a profit, yet go bankrupt. Others take losses and still thrive. Behind this seeming paradox is a missing, but essential variable: cash flow, the only measure of the resilience of any business, institution or state. Managing cash flow means continuously anticipating money flows, synthesizing the life and health of the company, the quality of its management, and whether its internal relationships, and relationships with the rest of the world, are worthwhile or not. Anticipating Business Viability sums up the experience of a practitioner who has trained hundreds of sales, production, marketing, human resources, and procurement people about cash flows and implementing the tools vital to keeping a business alive. Born in Lyon, France, Olivier Balas came to the United States, where he earned an MBA from Indiana University, Kelley School of Business, with a major in logistics and production organization. Olivier acquired business experience with Credit Lyonnais, Thales, in various finance positions, and Servier as treasury and risk manager. He founded Maine Conseil, advising heads of small and medium-size businesses, as well as large...



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