



A VIDEO ARTS BOOK

So you think you're in BUSINESS?



Businesses use a lot of words which worry some people; others ignore them, which is worse. The words include such things as 'balance sheet', 'budget', 'profit and loss account', 'cash flow forecast', 'depreciation costs', 'fixed assets', 'variable costs', 'working capital' and many more.

Here is a concise, easy-to-follow guide to such mysteries, using the familiar techniques which have made Video Arts training films famous throughout the world.

In this book we follow the fortunes and misfortunes of Julian Carruthers as he struggles through the minefields of business. We see him gradually learning from the down-to-earth Ron Scroggs exactly how to approach the problems which arise, how to overcome them but above all how to understand them. Reading ***So You Think You're in Business?*** will help you understand too — and also ensure that if you are in business, you'll stay there!

After ***So You Think You Can Manage?*** and ***So You Think You Can Sell?***, this is the third book in a new series following the style and approach of the Video Arts training films, introducing the reader through scenes and dialogue to the problems of business finance before moving on to the remedies. Key points are summarised and highlighted, and a list of Golden Rules is given at the end of each chapter.

ISBN 0-413-58270-1



9 780413 582706

PRICE NET
£4.95

IN UK ONLY
A METHUEN PAPERBACK
NON-FICTION
JACKET ILLUSTRATION:
SHAUN WILLIAMS