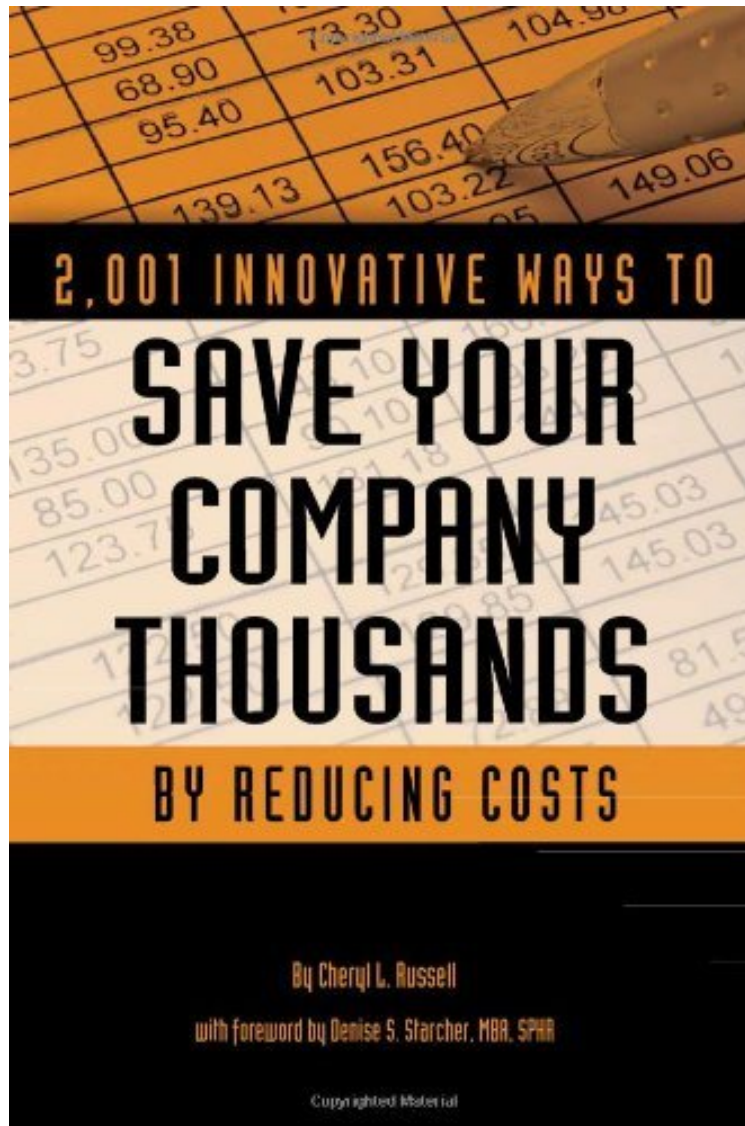


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Cheryl L. Russell

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'2,001 Innovative Ways to Save Your Company Thousands by Reducing Costs' is an invaluable book to any business owner who wants to make a larger profit. This book explains the importance of saving money wherever you can, and it teaches you how to transfer that idea from theory to practice. Cheryl Russell's book has a chapter on every area of your business that could potentially be more cost-effective. It explains how you can save money on everything from employee benefits, to advertising, to accounting. It then proceeds to show you how you can implement these ideas into your specific business field. When I first received this book, I read through it in order. However, any book that offers 2,001 solutions to any problem is bound to require more than one reading. One of my favorite things about this book is that it is so well-organized. Whenever I need to refresh my memory on any specific topic, I know exactly where to look. This terrific system of organization makes it easy for me to utilize the tips over and over, without worrying that I might have forgotten something. And when it all comes down to it, great suggestions don't amount to much if you can't remember them! If you are a business owner who wants to save as much money as you possibly can, I strongly urge you to buy this book. The ideas in this book have shown me exactly where I have gone wrong and why I sometimes seem to spend as much or more money than I make. This book makes me confident that my business will flourish, and I am sure that it will do the same for you.
2 of 3 people found the following review helpful. Maximize Your Profits
By Paige Jackson
As a small business owner I purchased this book in hopes of finding new ways to trim my costs. Normally, a book like this one only has tips for giant corporations, not a small company like mine. This time I was pleasantly surprised. Sure there were tips for the big boys on matters from handling layoffs to offering stock or vacation time in lieu of cash bonuses. But there were also sections covering topics such as the home-based business, e-commerce, utilities, office supplies, and outsourcing. Specific industries covered included home office, manufacturing, restaurants, retail, healthcare, and educational environments. There is also a section devoted to the largest preventable expense a business must deal with - employee theft. This book was laid out very logically, beginning with cutting costs related to the work force, since this is usually the first place that companies look to trim the fat. The book then went on to discuss individual departments, specific elements, hidden costs, and ended with ways to assess your efforts. In addition to the material covered in the book there was also a wealth of additional resources as the author gives website addresses and other sources that can be perused for further information. Real companies are used to illustrate points and if you find a situation you would like more information on you are given the tools to locate the information. All in all, this was a very good read. There was a wealth of information covered and I found myself taking copious notes. My only complaint on this book was that the title states that the book covers 2,001 ways to save, and I have no way to know whether that is true or not. I would have liked to have seen the book include an index or listing numerically of each item. Something I could've made a copy of and kept by my desk. However, the author did cover a wealth of information with a lot of insight and a little bit of humor. Definitely a book I will read again.
0 of 0 people found the following review helpful. Five Stars
By Customer
Superb book. Worth to read.

For the small business owner, every dollar you can save by reducing costs goes directly to the bottom line in increased profits. This new book details over 2,000 specific ways that your company can reduce costs today. This is not a theory book; there is practical advice on thousands of innovative ways to cut costs in every area of your business. Not only is the idea presented, but the pertinent information is provided such as contact information and Web sites for companies, products, or services recommended. We spent thousands of hours interviewing, e-mailing, and communicating with hundreds of today's most successful small business managers and owners. This book is a compilation of their secrets and proven successful ideas. If you are interested in learning thousands of hints, tricks, and secrets on how to reduce business expenses and increase your profits without increasing sales, then this book is for you. You will discover over 2,000 practical insider techniques and tips that have been gleaned from successful business operators from around the world and tested in real-life businesses applications. You can put this information in place today to reduce expenses and expand profits. Easy to read and understand, this step-by-step guide will take the mystery out of how to reduce costs in several critical areas: office, operations, labor, cost of goods sold, advertising, marketing, human resources, insurance, employee benefits, compensation, pension plans, training, accounting, software, Web site, mailing, shipping and receiving, rent, interest and debt, utilities, and hundreds more. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 352 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

"[This book] provides the strategic outlook required for designing, implementing, training, and maintaining the performance appraisal process." --Denise S. Starcher, MBA, SPHR

About the Author
Stephanie Lyster is a Human Resources professional who has experience in the areas of recruitment, resource management, employee orientation and retention. Over the last five years she has created documentation for employee policy including job requirements, employee interview guides, sourcing and retention strategies. Presently, Stephanie is working with organizations to help create recruitment strategies that effectively attract and retain the right individuals. Stephanie has a BA in Social Science from the University of Western Ontario and she has completed a variety of post graduate courses including Organizational Behavior, Business Law, and Managing Human Resources.