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*Mike Michalowicz*

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**You are about to discover the profoundly simple yet shockingly effective accounting plug-in that will transform your business from a cash eating monster into a money making machine.** *In Profit First*, Mike Michalowicz, author of *The Pumpkin Plan & The Toilet Paper Entrepreneur*, explains why the GAAP accounting method is contrary to human nature, trapping entrepreneurs in the panic-driven cycle of operating check-to-check and reveals why this new method is the easiest and smartest way to ensure your business becomes wildly (and permanently) profitable from your very next deposit forward.

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