



**El secreto para interpretar balances de un vistazo:  
La ventaja competitiva de saber descifrar las  
cuentas (Manuales De Gestion) (Spanish Edition)**

*Joaquín Puerta Gómez*

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# El secreto para interpretar balances de un vistazo: La ventaja competitiva de saber descifrar las cuentas (Manuales De Gestion) (Spanish Edition)

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## **El secreto para interpretar balances de un vistazo: La ventaja competitiva de saber descifrar las cuentas (Manuales De Gestion) (Spanish Edition) Joaquín Puerta Gómez**

¿Quieres conocer el secreto de los grandes expertos para mirar los balances de una empresa y, de un solo vistazo, hacer un diagnóstico acertado de su situación? ¿Tienes idea de todo lo que podrías conseguir siendo capaz de hacerlo? El libro que tienes en tus manos presenta el método para interpretar rápidamente las cuentas de una pyme. El texto avanza desvelando casos de personas que diariamente se dejan la piel para sacar su negocio adelante. Verás cómo sus historias no pasan en vano, dejan huellas y quedan marcadas en los balances de sus empresas, sólo hay que aprender a leerlas. Estás a punto de descubrir uno de los secretos mejor guardados de los expertos en finanzas. No esperes un solo minuto más y comienza a impresionar a tu jefe, a convencer a tu socios o al banco, a medir los riesgos de la empresa o a destapar las trampas del beneficio y, todo ello, ¡de un solo vistazo!

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