



Seeing the Big Picture: Business Acumen to Build Your Credibility, Career, and Company

Kevin Cope

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FROM THE NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER

An MBA in 180 pages, *Seeing the Big Picture* simplifies the complexities of businesses large and small and shows you how a deep understanding of your company can help build the credibility and career you want. And it can make your work more fulfilling and purpose-driven by highlighting how you influence the success of your team, department, or organization.

All companies are driven to success or failure by the same five simple drivers: cash, profit, assets, growth, and people. Kevin Cope, founder of Acumen Learning, will help you appreciate how your day-to-day decisions can balance these drivers and contribute to the big picture of your organization's success. You'll discover the acumen you need to bring real value and passion to your work.

Whether you're on the manufacturing floor or sitting in the corner office, you can learn how to follow the drivers through to measurable results conquering your fear of numbers. Using Kevin's simple explanations of the most important metrics presented in the income statement, the balance sheet, and the statement of cash flows, you'll be able to quickly review financial reports for signs of success or impending doom.

Convincingly communicate your ideas to leaders, improve your team's performance, even launch a successful business of your own. No matter your goal, give yourself the foundational knowledge every businessperson needs, and discover new strategies for proving your value.

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