

**FAMED CPA TAKES A COMPLETELY NEW APPROACH TO
ENTREPRENEURS BUDGETING FOR THEIR COMPANIES IN
HIS ACCLAIMED NEW BOOK,
“DON’T BUST THE BUDGET: TOSS IT!”**

**“Forget everything you have ever learned about budgeting.
It’s a waste of time.”**

— Harvey A. Goldstein, CPA

**Los Angeles, CA, December, 2007 – The All Cities Library
announces the publication and release of Harvey A. Goldstein’s
“Don’t Bust The Budget: Toss It!”**

“To the entrepreneur,” says Goldstein in his latest volume, “the word *budget* is clearly a word financial people use to put controls on the spending habits of company management, usually the owner.” Goldstein adds, “Entrepreneurial companies have great flexibility; decision making is usually done at the top, and if top management wants something they get it. No budget in the world will control entrepreneurial management, so why bother?”

That bit of wisdom and other controversial tidbits are on full display in “**Don’t Bust The Budget: Toss It!**” In addition, the outspoken Goldstein takes several shots at his own profession. “Conventional accounting tells you *where you’ve been*. Think about the amount of money companies spend on CFOs, controllers, bookkeepers, outside accountants, and a myriad of other advisers who counsel on the financial *past*. Yes, they will tell you your sales were up or down. As if you didn’t know. They’ll also counsel that you may have spent too much *here* and maybe not enough *there*. You’ll spend thousands of dollars analyzing what you did. What is the major problem with this exercise? *You cannot change the past!* It’s not possible. The only thing that is important is the future....what lies ahead.”

Goldstein continues, “You can only manage the future. The more you know about what lies ahead, the more effective you can be. Need cash? How much? When? *The most powerful tool in the world*, Goldstein asserts, “*is the ability to see and manage the future*. The most powerful *people* in the world are the financial

professionals that can literally give their clients a glimpse of their future. But the biggest problem,” Goldstein laments, “is that there simply are not enough people who care to do it.”

Goldstein discourages the use of budgets by entrepreneurial companies, but preaches the need for developing “dynamic financial plans” that will both change as facts and circumstances change *and* also allow management and their counsel to predict and manage the *future* financial activities of the business. He explains, “The three most important questions that all entrepreneurs need the answer to at all times are: *How much cash will I need? When will I need it? Where will I get it?* If you don’t know the answer to those three questions I guarantee sleepless nights.”

The main emphasis of “**Don’t Bust The Budget: Toss It!**” is how to develop and manage a “dynamic financial plan” that will increase cash flow, profitability, and help management foresee its financial future.

Goldstein is so convinced of the importance of his “dynamic financial plan” that he has spent literally thousands of hours of his personal time developing software that can be used to do all the “number crunching” necessary for management to see what’s going to take place well before it happens. In fact, he believes it is so important that he and **The All Cities Library** are offering a copy (PDF format) to all takers **FREE. Absolutely free**, no strings, and best of all you can link it on your website and let your customers, clients and friends receive a copy from you. Hard copies are priced at \$15.95.

When asked why he is providing copies free to all he responded, “I believe the financial community of CPA’s, consultants, colleges, universities, etc. etc. have missed the importance of effective management constantly debating what is *going* to happen vs. what *has* happened. Yes, the past may help in predicting the future but the more one anticipates what is going to happen, the more effective management can be. To me, the worst thing to see is a business failure; Money, hopes, and dreams down the proverbial

drain. With a little forethought and planning the business downfall may have been prevented.”

HARVEY A. GOLDSTEIN is a Certified Public Accountant and Chairman of the Southern California CPA firm of Singer, Lewak, Greenbaum & Goldstein. He has been actively engaged in the practice of public accounting for more than forty years. Most of his forty years was spent as managing partner of the firm.

Because of his unparalleled commitment to the small business community, Mr. Goldstein was appointed to President Reagan's National Productivity Advisory Committee, and appointed by the Governor of California to serve on California's Small Business Development Board.

Mr. Goldstein has regularly appeared as a guest specialist on local and national radio and television, offering business advice, legislative updates, and tax tips. He speaks to many business groups as well as publishing several articles every year.

It is this dedication that has led prestigious publications like *The Wall Street Journal*, *The Washington Post*, the *Los Angeles Times* and *Forbes Magazine* to select Mr. Goldstein to be the subject of several articles. He has been labeled "a crusader for small business," "a man possessed," and "America's small business ally."

Mr. Goldstein's philosophy of business (and life) is best exemplified by a small plaque adorning a corner of his desk in his West Los Angeles office. It reads, "Good Things Come to Those Who Wait— But Only Those Things Left By Those Who Hustle."

Additional Information:

Mr. Goldstein is available for interviews, presentations and appearances'. **Contact Brandon DeBok at 310-477-3824**, or email to brandon@upyourcashflow.com.

For addition information about Harvey Goldstein visit the websites www.upyourcashflow.com or www.slqg.com.

To receive a **FREE** PDF copy of **Don't Bust The Budget: Toss It!** use the link www.upyourcashflow.com.

To receive a reviewer's copy of "**Don't Bust The Budget: Toss It!**" call **Brandon DeBok** at **310-477-3924**.

