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'Avoiding the Danger Zone' Helps Business Owners Identify Treacherous Business Illusions

PHOENIX, Nov. 26 /PRNewswire/ -- B2B CFO(R) founder and CEO Jerry L. Mills announced today the release of his second book, "Avoiding The Danger Zone -- Business Illusions," (November 2007, hardcover, 195 pages, ISBN 978-0-9800349-0-5).

(Photo: <http://www.newscom.com/cgi-bin/prnh/20071126/LAM065-a>)

"Avoiding The Danger Zone" is a business non-fiction aimed at dispelling the illusions that surround the topic of exit strategies. From murder, suicide and bankruptcy, to bank exits and shareholder exits, Mills' takes readers on a page-turning journey of actual, real-life examples of the successes and misfortunes of business owners.

"There are many ways to exit a business," said Mills, "But there is only one fact: if you are a business owner you will exit your company one day in the future."

Mills begins his book by asking business owners if they have considered what it will be like the day after they exit their company. By addressing issues of goal clarity and emotional intelligence, he helps business owners shape their exit expectations and take a proactive approach to creating a successful exit strategy.

The book covers the topics of business valuation, and discusses the truths and illusions behind the central exit strategy themes of:

- Selling the business to a third party
- Selling the business to family members or employees
- Stopping the business and converting its assets to cash
- Ending the business through bankruptcy or other forced liquidation
- Planning for an untimely death

Information is presented through real case studies covering multiple scenarios, across businesses of all sizes and in various industries. The content is essential for realizing the impact of a businesses exit, and it empowers entrepreneurs to take control over what will likely be their most important financial decision.

"Having worked with business owners for more than 20 years, I know that entrepreneurs learn best from the successes and failures of their peers," added Mills. "The chapters of this book consist of actual situations in which I have been involved during my career. There is profound wisdom in the lessons that real life situations bring."

Most business owners become victims to illusions and are not prepared for business transition. According to Mills, we are witnessing a time with a high supply of businesses for sale and only those sellers who know how to document the value in their business will get a fair return on their years of hard work.

Some of the key illusions that Mills warns about are:

- Assuming that cash will increase as company sales increase.
- Assuming that employees and others are not stealing assets from your company.
- Assuming that a significant growth in sales will improve the financial status of the company, or equate to financial freedom for the business owner.
- Assuming a bank will lend your company money if your financial statements are incorrect.
- Assuming key customers will not leave and take their business to a competitor.
- Assuming a company that has been in business for several years will continue to stay in business.
- Assuming that your competition is not steadily working to take away your customers and key employees.

Mills published "Avoiding The Danger Zone" riding on the success of his first book "The Danger Zone -- Lost in the Growth Transition." Published in the summer of 2006, the first book was designed to help business owners understand organizational pitfalls and their direct impact on the company's financial well-being. Mills defines "The Danger Zone" as a stage of a business cycle where the cash needs of the company exceed the available cash. This situation often causes a bankruptcy filing, liquidation of assets or other time consuming planning events in order to salvage the company.

Both books are available online at DangerZoneBook.com or through Amazon.com. For additional information please go to <http://www.b2bcfo.com>.

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Unlike a full-time or interim CFO, the firm's partners create a long-term professional relationship with a handshake on an affordable, as needed basis.

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