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Escaping 'The Danger Zone' Boosts Entrepreneurial Survival Odds

Financial Expert's New Book Provides Business Owners With Roadmap Through Growth Transition

PHOENIX, July 10 /PRNewswire/ -- **B2B CFO/CIO, LLP** founder and Chief Executive Officer Jerry L. Mills announced today the release of his new book, "The Danger Zone -- Lost in the Growth Transition," (June 2006, hardcover, 194 pages).

The Danger Zone is a business non-fiction designed to help entrepreneurs and owners of growing businesses understand organizational pitfalls and their direct impact on the company's financial wellbeing. Mills defines "The Danger Zone" as a stage of a business cycle where the cash needs of the company exceed the available cash.

The author writes with more than 20 years of experience as a financial consultant, business owner, and part-time chief financial officer for dozens of mid-size growth-oriented businesses. The Danger Zone brings a real-life teaching approach and weaves in numerous practical examples of easy-to-read and easy-to-implement do's and don'ts in business management and organization.

The engaging content takes on key issues that trouble entrepreneurs.

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According to Mills, many business owners don't understand why they had more available cash when their company was much smaller. Lack of cash puts tremendous pressures for business owners making them feel trapped and abandoned.

"Feeling trapped, overwhelmed and financially maxed are all symptoms of a larger problem, a phenomenon I call 'The Danger Zone'," said Mills. "The purpose of this book is to help business owners understand this phenomenon and to give them easy to follow suggestions to avoid or get out of this situation."

The contents include an "unofficial" organization of most businesses, specifically three categories that play key roles:

- * Finders

- * Minders

- * Grinders

Each category has its own dimension, its own important role in business and its own mindset. Mills teaches entrepreneurs how to remain in the "finder" mode which lets them focus on the big picture strategy instead of grinding tactics.

Throughout the book Mills shows how the Finder, Minder, Grinder organization can be applied to businesses so that entrepreneurs can analyze their business piece-by-piece. He also provides tools for developing a business concept, from financing to exit strategy.

With improving cash flow at its core, Mills explains how businesses fall victims to theft and outlines the various levels of theft that plague the business landscape. The book also explores all critical aspects of forming and maintaining relationships with bankers and lenders. Through a chapter dedicated to this topic, Mills teaches business owners what type of customers bankers seek, how to work with them and how to beat them at their own game.

The book is available for sale online for \$19.95 plus shipping and handling. To purchase the book and for additional information please go to <http://www.b2bcfo.com> .

About the Author

Jerry L. Mills is the founder, CEO and managing partner of B2B CFO/CIO, LLP. He graduated with an accounting degree from Arizona State University and worked in public and private accounting before starting B2B. He is a CPA and a former audit manager with Arthur Andersen & Co.

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Founded in 1987 by Jerry L. Mills, **B2B CFO/CIO, LLP** is one of the fastest growing nationwide CFO and CIO firms. B2B CFO/CIO is the largest firm in the country that serves the needs of closely held companies with sales up to \$60,000,000 annually. Its partners have an average of 20 years of experience and each individual partner is a senior level executive with a broad range of experience.

The firm is headquartered in Phoenix, AZ. For additional information please visit online at <http://www.b2bcfo.com> .



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