

For Release 8am PDT  
8/22/2014

**New Book Release Notice:**

***Pulse: Understanding the Vital Signs of your Business, by Frank Coker***

*New Financial Management Techniques and Technologies Accessible to All*

**Bellevue, WA— 8/22/2014** — “Pulse” gives entrepreneurs practical and useable metrics based on predictive analytics to help them take advantage of a new science that will contribute to healthier and more sustainable business results, and even improve our overall GDP.

The book lays out many of these basic concepts for leaders who, while experts in their field, are not experts in financial analytics. These leaders still want to build their business with a clear picture of where they are headed and this book provides an end-to-end view of how to run a business and share metrics with employees and stakeholders.

*Pulse* will also be required curriculum in entrepreneurship and financial management classes at the University of Washington Information School.

With over 30 expert contributors, this book is a practical guide that covers an array of topics ranging from *Effective Analysis and what your numbers are telling you, Diagnosis, Symptoms vs. problems, Metrics that Matter Most, Strategic Cash Management, and Activating Your Team.*

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*"Running a business is a LOT harder than most people think. Frank Coker offers the insights and framework for starting, growing, and sustaining a business with essential methods to manage metrics and analytics." -Mike Eisenberg, Ph.D., Dean Emeritus & Professor and academic entrepreneur, University of Washington's Information School*

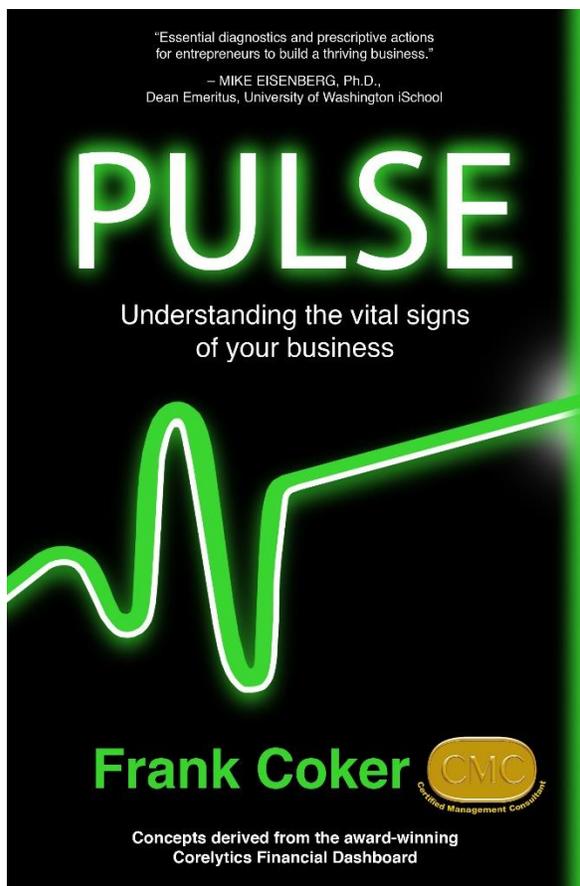
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The science of predictive analytics has been used by companies like IBM, GE, Starbucks and Amazon every day as a secret weapon that has made it possible for them to flourish, but small and medium businesses have not had access to the tools and concepts until now. As our economy

becomes more global, margins get tighter, product cycles get shorter and businesses becomes more agile; there is less room for rough estimates. The right metrics delivered in the right form can help business owners avoid the traps that cause high rates of business failure. Now this science is available to small and medium businesses in easy to understand metrics that can be used by any entrepreneur to run a more productive business.

Available on Amazon. Visit <http://bizpulse.biz> by Ambient Light Publishing.

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