



The Ultimate PR Agency Financial Management Handbook: How to Manage By The Numbers for Breakthrough Profitability of 20% or Greater

J.D., Rick Gould CPA

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In *The Ultimate PR Agency Financial Management Handbook*, Rick Gould, CPA, JD, proposes a new way of looking at your PR firm. By identifying and managing your agency “as if” you will soon sell it, you can build a solid foundation for future growth, profitability, and maximizing value.

This perspective allows owners and managers to identify the problems with their firm and immediately switch to better business practices. Gould teaches readers how to set billing rates, analyze net revenues, reduce labor cost and overhead, and implement strategies that will lead to maximum productivity and profitability.

Gould shows owners and executives how to determine how much revenue individual account staff should generate, how to identify and retain key executives, and how to evaluate employee performance.

He also provides a refresher course on financial metrics. By managing “by the numbers,” owners and managers can lead their firm to new and lasting success.

Gould’s guide is comprehensive and easy to understand. In addition to personnel management and financial metrics, he includes advice on everything from picking the perfect clients to building brand recognition to surviving recessionary cycles. His insight is invaluable as you create a business and strategic plan and generate breakthrough results.

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