



## Navigating Through the Risks of Credit Card Processing

By Bill Pirtle

Mpct Publishing Company. Paperback. Book Condition: New. Paperback. 344 pages. Dimensions: 9.0in. x 6.0in. x 0.7in. Finally, credit card processing explained from the business owners perspective! The first book from the series, The Savvy Business Owners Guide, Navigating Through the Risks of Credit Card Processing explores the terms, pricing structures, contracts, and the basics of credit card processing. Discussions on fraud, error prevention, sales agents, processing needs, and what Congress and state legislatures need to do when it comes to credit card processing provide insight into the reasons why there is so much misleading information, misrepresentation, and confusion surrounding the industry. Rich in examples, entrepreneurs and business owners alike will find concrete information to help them better understand, negotiate, and make the best decisions regarding credit card processing contracts. There are three ways for business owners to improve their businesses: by cutting costs, increasing productivity, and increasing sales. Navigating Through the Risks of Credit Card Processing and its bonus chapters can help business owners in all three areas. Written by experts from many fields, the book's 22 bonus chapters offer savvy ideas and useful information on topics such as business planning, how to create a visual brand; choice of business entity; payroll...



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