



Alternatives to Budget Cuts: Close your budget deficit without cutting costs

Henk ter Heide

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Almost all companies run into a budget deficit at some point, and start cutting costs. This means breaking down the infrastructure that a company needs to make money and laying off the employees who produce and sell products. Successively breaking down and rebuilding infrastructure raises the costs of doing business and lowers revenue. This book describes a method for closing budget deficits without cutting costs and for preventing future budget deficits.

The problem with budget cuts: $\text{Profit} = \text{Revenue} - \text{Costs}$. Accountants never realize that when they cut costs, the profit should grow. However, this extra profit is actually the proceeds of the cuts, and should be used to cover the budget deficit, not to pay business owners a bonus.

Accountants are rarely interested in math, and mathematicians are rarely interested in accounting. That's a pity, since the cause of, and solution to, budget deficits have more to do with math, than with accounting. Accountants never doubt the tools they use, and they are usually not very knowledgeable about the built-in error correction that is necessary to prevent budget deficits from happening.

Alternatives to Budget Cuts describes the basic cause of budget deficits, and an accounting method to prevent future deficits from happening. It also describes a list of additional problems that are aggravating and enlarging the current budget deficits of companies and governments.

If you are just interested in this subject, or if your company does not have a budget deficit, read *The Flaw* (\$0.99) by Henk ter Heide

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