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Dear Management: Lots of business ratios out there to choose from...  
  
That tell you this, that and the other thing about a business or business segment.  
  
But in my mind, the most valuable is ROI (return on investment).  
  
Why?  
  
Because that ratio (above all)... tells you if all your hard work is worth the expected reward.  
  
Now... ONLY YOU can determine if the reward is worth giving up your time on this planet... to do it.  
  
So... be it fame, riches, accomplishment, creating something from scratch, helping your community, etc...  
  
Make the return "BIG" to you.