

The Essentials Of Finance And Accounting For Nonfinancial Managers

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filled with crystal clear examples the book helps you understand balance sheets and income cash flow statements annual reports fixed cost and variable cost issues financial analysis

budgeting and forecasting and much more back cover

in the current environment of cut throat competition razor thin profit margins and increasing scrutiny from stakeholders mastering the fundamentals of financial management is a must for everyone with a stake in their companies and in their own professional futures packed with step by step examples and illustrative case studies and updated to reflect the latest trends in the economy and in financial policy finance and accounting for nonfinancial managers is a nuts and bolts guide for managers entrepreneurs seasoned executives teachers and students alike featuring new commentary on corporate accountability updated interactive templates study questions and an online instructor s guide this new edition covers all the key aspects of financial management

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readers get tips and insight regarding what to lookfor when reading financial statements how businessesmeasure profitability how to stay on top ofthe budgeting process and how to track cash flow

this book provides immediate access to the practical guidelines and fundamentals of accounting and finance corporate and independent managers entrepreneurs executives and students entering the field of finance will find this guidebook indispensable for confronting complex business decisions that inevitably have financial impact

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have you recently been promoted are you starting a new business do you suddenly find that you need to know more about finances than you ever expected but have no time for formal training if so you need accounting and finance for the non financial executive whether you are a newly promoted middle manager or executive a marketing manager of a

i disliked numbers and they didn t think much of me either this famous quote by r j anderson says a lot about the finance of most companies worldwide badly run companies don t want to know how bad they re doing however even companies that are doing well are missing out on gains due to poor accounting and inadequate financial analysis poor accounting and finance can result in the non acquisition of loans mistrust of business partners poor business decisions and in the long run even loss of assets or business after all the management of a company is responsible for the accuracy of its financial statements therefore the quality and professional competencies of the employees in the accounting service should be a criterion that weighs the price of the service especially in times of crisis cooperation between accounting services and management is very important maybe the last business year was worse than the previous one so it is even more important how the company presented the basic information the relationship between customers and suppliers the amount of financial liabilities the ratio of financial liabilities to the maturity of assets capital to finance operations turnover of funds and so on too often banks give companies a worse credit rating and then a lower borrowing limit as a consequence of poor accounting presentation this can mean fewer loans at a higher interest rate in the worst case the credit rating committee even rejects the company here s what s included in this book understand the important of accurate financial data analysis interpret income statements balance sheet and cash flow statements with lots of examples valuation ratios that are essential to run a business two techniques to manage asset valuations two critical metrics to analyze company growth two critical metrics to analyze company stability how anova and t test can be used to make business decisions how to inflation proof your business cost of capital and risk management and much more enjoy

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