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Critical Financial Issues: Financial Times Briefing: The low down on the top job (Financial Times Series)

Brian Finch

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From the Back Cover Fast Answers to Critical Business Decisions The health, performance, and success of a business are judged by the key financial indicators of cash flow, liquidity, shareholder value profit improvement capital allocation and financial risk. Financial Times Briefings: Critical Financial Issues will provide you with powerful, practical and accessible guidance on using these key indicators to evaluate, control and manage a business effectively and to build real shareholder value. [Endorsements to follow] About the Author Brian Finch has been Director of Business Development for large UK public companies, as well as co-founder and Finance Director of an SME retail business with substantial internet trading. By background an engineer and certified accountant, he has an MBA from the London Business School. He is the author of a number of self-development books, many translated around the world, including The Times Guide to How To Write a Business Plan 3rd Edition, (Kogan Page).