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Finance for Non-Financial Managers (Briefcase Books Series)

Gene Siciliano
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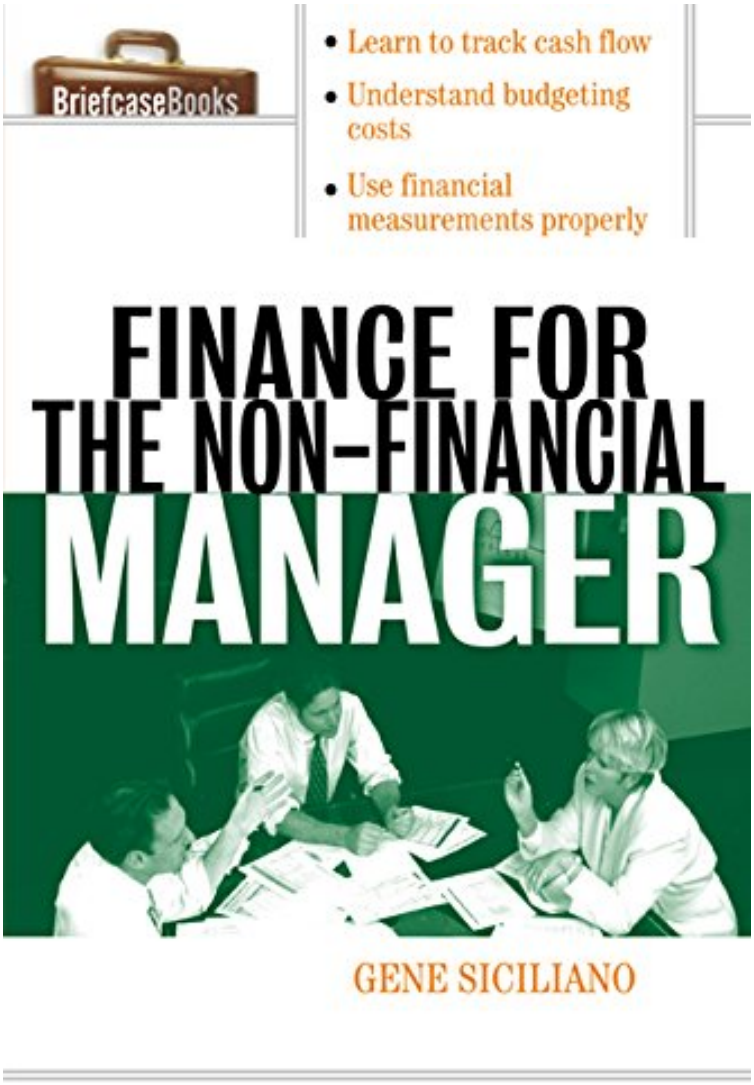

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Financial reports speak their own language, and managers without a strong finance background often find themselves bewildered by what is being said. Finance for NonFinancial Managers helps managers become familiar with essential financial information, showing them how to "speak the language of numbers" and implement financial data in their daily business decisions. In addition, it clarifies how and why financial decisions impact business and operational objectives.

From the Back CoverA Complete Introduction to Financial Reports--What The Numbers Mean, How to Use Them to Improve Your Business Financial reports speak their own language, one that many managers have trouble translating. Finance for Non-Financial Managers clears the confusion, helping you to understand the information contained in essential financial reports and then showing you how to use that understanding to make informed, intelligent decisions. Let this latest volume in McGraw-Hill's Briefcase Books series give you an immediate, working knowledge of: Basic Financial Reports--All about balance sheets, income statements, cash flow statements, and more Cost Accounting--Methods to assess which products or services are most profitable to your firm, and why Operational Planning and Budgeting--Ways to use financial knowledge to strengthen your company Financial decisions impact virtually every area of your firm; as a manager, it's up to you to understand how and why. Let Finance for Non-Financial Managers show you how to understand the information found in everyday financial reports, and use that information to drive the success of both your firm and your career. Briefcase Books are written specifically for today's busy manager. Each book features eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: [Key Terms icon] Clear definitions of key financial terms, concepts, and jargon [Smart Managing icon] Ways to use financial knowledge to improve decision-making [Tricks of the Trade icon] How-to hints for "getting inside the numbers" [Mistake proofing icon] Advice for limiting finance miscues and mistakes [Caution icon] Warning signs for potential problems or disasters [For Example icon] How other managers have confronted and solved financial questions [Tools icon] Specific methods for utilizing your newfound corporate finance skillsAbout the AuthorGene Siciliano, C.M.C., C.P.A. is founder and president of Western Management Associates, which provides financial management consulting services to corporate clients.