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# Financial Intelligence for Entrepreneurs: What You Really Need to Know About the Numbers

*Karen Berman, Joe Knight*

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WHAT YOU REALLY  
NEED TO KNOW  
ABOUT THE NUMBERS

Karen Berman + Joe Knight *with John Case*

HARVARD BUSINESS PRESS

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**Karen Berman, Joe Knight : Financial Intelligence for Entrepreneurs: What You Really Need to Know About the Numbers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Financial Intelligence for Entrepreneurs: What You Really Need to Know About the Numbers:

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complex subjectBy Lee AltmanConcise clarifying introduction /on the subject. Notwithstanding given that accounting principles are not overly logical for science trained readers, I would have welcomed a bit more explaining on the reasons why accounting has a tendency to use such seemingly complicated methods to simple numerical exercises.2 of 2 people found the following review helpful. Very very nice explained! Better than a lot university coursesBy PedroVery very nice explained! Better than a lot university courses! This book is mainly aimed to non financial people, however people who has financial background can learn too. Normally financial books are boring, this one is short and you will definitely learn. It focus on the main ratios you need to know, and will tell you what the numbers mean.

Using the groundbreaking formula they introduced in their book *Financial Intelligence: A Manager's Guide to Knowing What the Numbers Really Mean*, Karen Berman and Joe Knight present the essentials of finance specifically for entrepreneurial managers. Drawing on their work training tens of thousands of people at leading organizations worldwide, the authors provide a deep understanding of the basics of financial management and measurement, along with hands-on activities to practice what you are reading. You'll discover: Why the assumptions behind financial data matter- What income statements, balance sheets, and cash flow statements really reveal- How to use ratios to assess your venture's financial health- How to calculate return on your investments in your enterprise- Ways to use financial information to do your own job better- How to instill financial intelligence throughout your team Authoritative and accessible, *Financial Intelligence for Entrepreneurs* empowers you to "talk numbers" confidently with colleagues, partners, and employees-- and fully understand how to use financial data to make better decisions for your business.

“the best, clearest guides to the numbers that I know of.” – Inc. Magazine