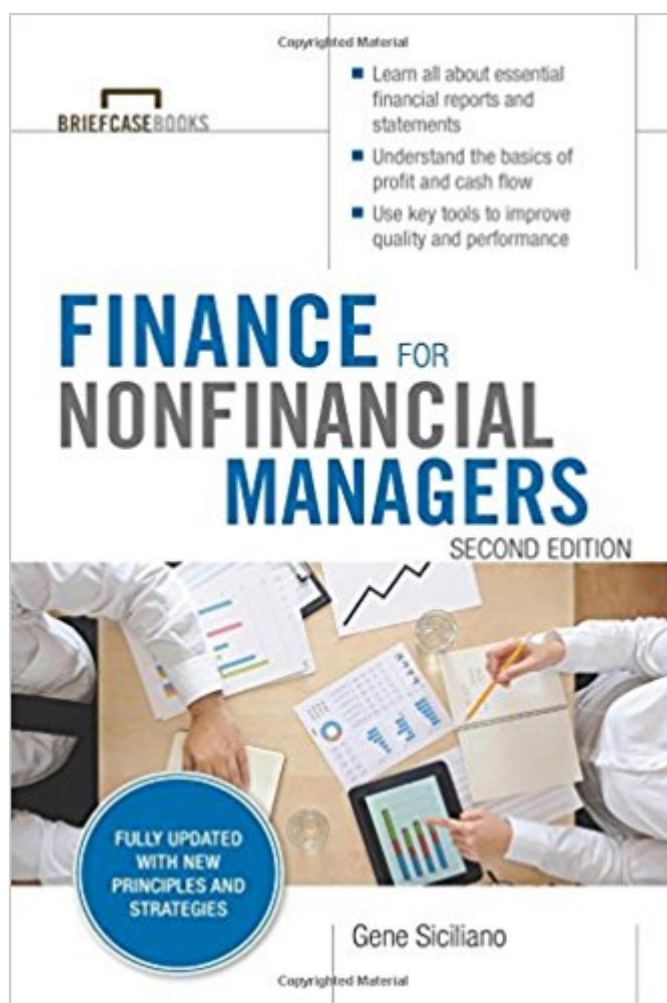


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Finance For Nonfinancial Managers, Second Edition (Briefcase Books Series) (Briefcase Books (Paperback))



Synopsis

AN INTRODUCTION TO FINANCIAL REPORTS--WITH NEW TACTICS FOR BUDGETING AND PINPOINTING KEY FINANCIAL AREAS Financial decisions impact virtually every area of your company. As a manager, it's up to you to understand how and why. Finance for Nonfinancial Managers helps you understand the information in essential financial reports and then shows you how to use that understanding to make informed, intelligent decisions. It provides a solid 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 Operational Planning and Budgeting--Ways to use financial knowledge to strengthen your company Briefcase Books, written specifically for today's busy manager, feature 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: Clear definitions of key terms and concepts Smart Managing: Tactics and strategies for managing change Tricks of the Trade: Tips for executing the tactics in the book Mistake Proofing: Practical advice for minimizing the possibility of error Caution: Warning signs for when things are about to go wrong For Example: Examples of successful change-management tactics Tools: Specific planning procedures, tactics, and hands-on techniques

Book Information

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Customer Reviews

Gene Siciliano, C.M.C., C.P.A. (Los Angeles, CA) is founder and president of Western Management

Associates, which provides financial management consulting services to corporate clients. He is a member of the National Speakers Association.

Interesting book.. for the price it is a good to have! It gave me some reminders on basic finance / accounting.. I work in a financial related field but not as a financial expert so it was a good way to understand some basic principle. Very nice. For the price, you can't really go wrong.

This book has been very informative, I would recommend it for anyone how wants a good understanding the how and why of finance. If you are looking for detailed accounting and higher levels of accounting techniques this is NOT the book for you.

Excellent written book! Loved it! All important topics covered and explained with great detail in very simple layman terms. Thanks!

I got this for some of our newer managers and it is a fantastic aid.

Great online textbook! Helped me a lot during the course. To find answers quickly, highlight the main points, and put notes for myself wherever I needed. Great book for those who don't like finance!

I had to purchase this book for a business class. I enjoyed it very much and retained a lot of information. I will keep the book for future references.

Excellent Book. Covers all the right topics, at the right depth.

For a non-financial administrative career professional, I've found what I've read thus far to be interesting, comprehensible and enlightening. Highly recommended for anyone who desires to delve into an area that's essential to becoming a well-rounded asset to their employer.

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