**Revenue** The total amount of funds generated by a business.

**The P/B ratio** compares a company's market capitalization, or market value, to its book value. Specifically, it compares the company's **stock** price to its book value per share (BVPS). The market capitalization (company's value) is its share price multiplied by the number of outstanding shares

**Book value** refers to the total amount a company would be worth if it liquidated its assets and paid back all its liabilities. **Book value** can also represent the **value** of a particular asset on the company's balance sheet after taking accumulated depreciation into account.

**Assets**  
Everything a company or person owns, including money, securities, equipment and real estate. Assets include everything that is owed to the company or person. Assets are listed on a company's balance sheet or an individual's net worth statement.

**Debt Price**  
The price paid per $100 of a debt instrument's face value traded. A debt instrument trading at par would have a price of $100. A price below face value (for example, $99.1) indicates that the debt instrument has traded at a discount. A price above face value (for example, $101.1) indicates that the debt instrument has traded at a premium.

**Debt Value**  
The total dollar value of volume traded on one side of the transaction for a specified period. It equals price multiplied by volume divided by 100.

**Margin Account**  
A client account that uses credit from the investment dealer to buy a security. A client needs to deposit a margin amount with the balance advanced by the investment dealer against collateral such as investments. The investment dealer can make a margin call, which means the client must deposit more money or securities if the value of the account falls below a certain level. If the client does not meet the margin call, the dealer can sell the securities in the margin account at a possible loss to cover the balance owed. The investment dealer also charges the client interest on the money borrowed to buy the securities.

**Net margin** is the percentage of revenue remaining after all operating expenses, interest, taxes and preferred stock dividends (but not common stock dividends) have been deducted from a company's total revenue.

**Cash flow -** the total amount of money being transferred into and out of a business, especially as affecting liquidity.

**Ncfo?**

**Shareswa ???**