



## Financial Forecasting and Planning: A Guide for Accounting, Marketing, and Planning Managers

By Sharon Hatten Garrison

Praeger. Hardcover. Book Condition: New. Hardcover. 169 pages. Dimensions: 9.2in. x 6.1in. x 0.4in. This work offers a concise explanation of the fundamentals of financial forecasting intended for managers in accounting, marketing, sales, and strategic planning. As the authors point out, financial forecasting is more than the annual generation of sales forecasts and budgets. It is a comprehensive process that looks at every aspect of a company's operations in order to determine the likely aspect on profits of a number of internal and external forces. Each of the steps in this complex process is fully described in this book so that the reader gains an understanding of how to produce effective financial forecasts for his or her own firm. Throughout, numerous tables and figures illustrate points made in the text. Credit Executive In an era of deregulation, tax revisions, cost cutting, and unpredictable markets, sound financial planning is a critical variable in any company's continued profitability. This book offers a clear, concise explanation of the fundamentals of financial forecasting intended for managers in accounting, marketing, sales, and strategic planning. As the authors point out, financial forecasting is more than the annual generation of sales forecasts and budgets--it is a comprehensive process that...



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