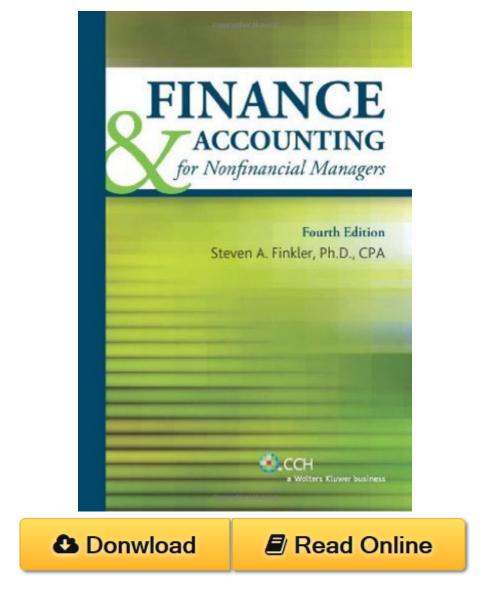
Finance & Accounting for Nonfinancial Managers (2011) PDF



Finance & Accounting for Nonfinancial Managers (2011) by Steven Finkler ISBN B00H3YIEEU For all entrepreneurs and nonfinancial professionals with budget and/or P&L responsibilities, Finance and Accounting for Nonfinancial Managers provides the basics necessary to make a solid contribution to the financial goals and success of their companies. This indispensible and easy-to-read primer gives all entrepreneurs and managers in nonfinancial areas--sales, marketing, production, and more--a complete understanding of financial terms, statements, and ratios and how they affect the operations of a business or corporation. With this information, financial managers will be able to understand: owners' equity, ratio analysis; balance sheets; income statements; LIFO liquidations; asset valuation; cash flow statements; capital leasing; liabilities; present value; operating leverage; breakeven analysis; and more. New to the third edition are chapters covering: basic tax concepts; capital structure; business plans; working capital

management and banking relationships; personal finances; and accountability and controls. This edition also comes with a CD-ROM with interactive Excel templates that lets managers immediately apply the concepts and techniques covered. Topics covered include: 1. An introduction to financial management 2. A primer on taxes 3. Accounting concepts 4. An introduction to key financial statements 5. The role of the outside auditor 6. Valuation of assets and equity 7. Recording financial information 8. Reporting financial information 9. Business plans 10. Capital structure--long-term debt and equity financing 11. Leverage 12. For all entrepreneurs and nonfinancial professionals with budget and/or P&L responsibilities, Finance and Accounting for Nonfinancial Managers provides the basics necessary to make a solid contribution to the financial goals and success of their companies. This indispensible and easy-to-read primer gives all entrepreneurs and managers in nonfinancial areas--sales, marketing, production, and more--a complete understanding of financial terms, statements, and ratios and how they affect the operations of a business or corporation.

Finance & Accounting for Nonfinancial Managers (2011) Review

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