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Business and Financial Models

By Clive Marsh

Kogan Page Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 206 x 146 mm. Language: English . Brand New Book. Financial modelling is a vital tool for business strategists and decision makers. A good business model should describe how an organization creates and delivers value. A tool for business strategy, it enables a company to experiment with different ideas and scenarios in a safe, low-risk environment, to consider what it is aiming to achieve, and to prioritize accordingly. Financial modelling involves building a financial evaluation from a more abstract business model, enabling hypotheses and scenarios to be translated into numbers. Business and Financial Models provides an accessible introduction to these essential strategic practices, with guidance on using Microsoft Excel for projection and analysis. The book takes you through the process of building your model from the initial phase of formulating questions through modelling cash flow, budgets, investment appraisal and dashboard tools for monitoring performance. Business and Financial Models also includes coverage of new visual thinking techniques, and how these can be incorporated into conventional business modelling.



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