

《The Essentials of Fi》

图书基本信息

书名：《The Essentials of Finance and Accounting for Nonfinancial Managers (平装)》

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内容概要

Book Description

The Essentials of Finance and Accounting for Nonfinancial Managers provides answers for all general managers who need to gain an understanding of how financials are developed, what each commonly used term means, and why Generally Accepted Accounting Principles (GAAP) are so important to the company and to the accounting department. Filled with many practice examples, the book explains the vital concepts behind: the Balance Sheet, including assets, liabilities, and stockholders' equity; the Income Statement, including revenues, expenses, and profit; the Statement of Cash Flows, describing operations, financing, and investments; the Annual Report, and more.

The book covers every concept necessary to improve the manager's understanding of the company's financials, including how to analyze financial statements, using ratios to analyze the performance of profit centers, and the development and analysis of cost information. It goes on to explain return on investment, using discounted cash flow techniques, debt and equity financing, using break-even analysis for increased profitability, and analyzing supply chain and outsourcing opportunities.

This volume explains exactly what accounting and finance people do in a corporation. It shows clearly what different financial documents do and demonstrates how financial decisions are manifestations of company goals. It explains how to interpret company financial documents and incorporate the information into the reader's approach to their own work and the initiatives of their department. Examples show how managers can connect corporate financial information directly to their own strategies and actions. To demonstrate these connections, the author covers such topics as: balance sheets and income / cash-flow statements; reading and understanding annual reports; fixed-cost and variable-cost issues; and financial analysis, budgeting and forecasting. This book should be of interest to: managers and department supervisors and anyone managing a budget; business owners; and self-employed professionals.

About the Author

Edward Fields (Old Bridge, NJ) has taught the American Management Association's Essentials of Finance and Accounting for Nonfinancial Managers for over 20 years. He is a consultant on financial issues for many corporations.

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