

# 《Understanding Financ》

## 图书基本信息

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## 内容概要

"The Pocket Mentor" series offers immediate solutions to common challenges managers face on the job every day. Each book in the series is packed with handy tools, self-tests, and real-life examples to help you identify your strengths and weaknesses and hone critical skills. Whether you're at your desk, in a meeting, or on the road, these portable guides enable you to tackle the daily demands of your work with greater speed, savvy, and effectiveness.

# 《Understanding Finance》

## 书籍目录

Mentors' Message: Why Understand Finance? Understanding Finance: The Basics Understanding Financial Statements An overview of the statements you need to assess your company's financial health. Accounting methods The income statement The balance sheet The cash flow statement Using Financial Statements to Measure Financial Health A menu of calculations you can use to evaluate your organization's financial soundness. Profitability ratios Operating ratios Liquidity ratios Leverage ratios Other ways to measure financial health The Budget Process Four steps to developing an informed, effective budget Understanding top--down and bottom- - up budgeting Preparing a budget Articulating your assumptions Quantifying your assumptions What Is Cost/Benefit Analysis? Techniques for determining whether to invest in a particular initiative Steps of cost/benefit analysis Net return and payback period Net present value and internal rate of return Breakeven analysis Sensitivity analysis Estimating unquantifiable benefits and costs Tracking Performance Tactics for determining whether your investment is paying off Tracking the performance of an investment Tracking your budget Tips and Tools Tools for Understanding Finance Worksheets to help you create and track an annual budget, perform a breakeven analysis, and propose an initiative . Test Yourself A helpful review of concepts presented in this guide . Take it before and after you've read through the guide, to see how much you ' ve learned . Answers to test questions Key Terms Definitions of important and commonly used terms in finance To Learn More Further titles of articles and books if you want to go more deeply into the topic . Sources for Understanding Finance Notes For you to use as ideas come to mind

## 精彩短评

### 1、言简意赅

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