



How to Understand Business Finance (Paperback)

By Bob Cinnamon, Brian Helweg-Larsen

Kogan Page Ltd, United Kingdom, 2010. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. The modern marketplace is increasingly unpredictable and there is an ever-greater need for non-financial managers to understand the financial and management accounting process. How to Understand Business Finance is part of the bestselling Creating Success series published in association with the Sunday Times, which has been translated into 25 languages with over 500,000 copies sold. This book is written for those managing a business in a real market. It provides a quick and effective course in financial literacy, aimed at the pursuit of business growth, in the context of the journey of a business from initial set-up through its first year of trading. As well as learning how to understand balance sheets and profit and loss accounts, readers will also learn the principles of: market dynamics; budgeting and forecasting; fixed and variable costs; break-even analysis; the difference between profit and cash; financial ratios for measuring business performance; investment appraisal; stock market ratios; shareholder value; financial measures for improving business performance, and much more. How to Understand Business Finance helps you to understand double entry bookkeeping, supply chain management, the difference in...



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