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Nota di contenuto	Part I. Introduction -- 1. Nature of financial ratios -- Part II. Profitability ratios -- 2. Concept of profitability ratios -- 3. Corporate examples of profitability ratios -- Part III. Efficiency ratios -- 4. Concept of efficiency ratios -- 5. Corporate examples of efficiency ratios -- Part IV. Liquidity ratios -- 6. Concept of liquidity ratios -- 7. Corporate examples of liquidity ratios -- Part V. Solvency ratios -- 8. Concept of solvency ratios -- 9. Corporate examples of solvency ratios -- Part VI. Market ratios -- 10. Concept of market ratios -- 11. Corporate examples of market ratios -- Key terms -- Review questions -- Test yourself: problems and solutions -- Bibliography -- Index.
Sommario/riassunto	Financial ratios are an important technique of the financial analysis of a business organization. Effective financial management is the key to running a financially successful business. Ratio analysis is critical for helping you understand financial statements, for identifying trends over time, and for measuring the overall financial health of your business. Lenders and potential investors often rely on ratio analysis for making lending and investing decisions. This book aims to not only develop an understanding of the concepts of financial ratios but also to provide the students a practical insight into the application of financial ratios for decision making and control. It analyzes the financial statements of corporate enterprises in India in diverse sectors with the help of financial ratios in order to facilitate the learning process.

