

1. Record Nr.	UNINA9910787397603321
Autore	Bettner Mark S.
Titolo	Using accounting & financial information : analyzing, forecasting & decision making // Mark S. Bettner
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-60649-641-7
Edizione	[First edition.]
Descrizione fisica	1 online resource (152 p.)
Collana	Financial accounting and auditing collection, , 2151-2817
Disciplina	657
Soggetti	Accounting Financial statements
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	1. Users of accounting & financial information -- 2. Corporate financial statements -- 3. Accrual & deferral timing differences -- 4. Financial statement analysis -- 5. Long-term financial forecasting -- 6. Operating budgets -- 7. Cost-volume-profit relationships -- 8. Capital budgeting -- Index.
Sommario/riassunto	Accounting often is referred to as the language of business; unfortunately, many business professionals lack the fluency in this unique language required to perform basic financial analysis, prepare budgetary forecasts, or compare competing capital investment alternatives. And while there is no shortage of financial-related textbooks or reference manuals, most assume that readers have educational backgrounds - and/or have had years of professional experience - in accounting, financial analysis, or corporate finance. This book targets professionals with limited exposure to - or formal training in - accounting or related finance disciplines. These individuals often include - but certainly are not limited to - engineers, information technology specialists, retail managers, entrepreneurs, marketing directors, construction contractors, attorneys, and even bankers who are making career transitions from consumer lending positions to become commercial loan officers. The primary purpose of this book is to help managers and business owners from diverse professional and educational backgrounds to: (1) converse more effectively with their

accounting and finance colleagues; (2) understand the structure and the elements of general-purpose financial statements, (3) identify both the usefulness and the limitations of accounting information; (4) prepare basic financial forecasts; and (5) make sense of commonly used decision-making models.
