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   Nota di contenuto   The Business Owner's Guide to Reading and Understanding Financial
                       Statements; Contents; Preface; Acknowledgments; Part I: Using External
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                       Chapter 1: The Key Financial Statements and Their Starring Role;
                       Chapter 2: Balancing the Books: Your Assets and Liabilities; Chapter 3:
                       Gauging Profitability; Chapter 4: Cash Is King; Part II: Using Internal
                       Reporting to Manage Your Profits and Your Costs; Chapter 5: Why
                       Budgeting Is Important; Chapter 6: Managing Inventory; Chapter 7:
                       Monitoring Customer Collections
                       Chapter 8: Discounts and Special PricingChapter 9: Getting a Handle on
                       Manufacturing Costs; Chapter 10: Reducing Bill Payouts; Conclusion:
                       Using Financial Statements for Decision Making; About the Author;
                       Index

   Sommario/riassunto Financial statements hold the key to a company's fiscal health-so learn
                       to read them! In order to gauge a company's health-as well as the
                       competition's-managers must know how to properly read and

understand financial statements. The Business Owner's Guide to Reading and Understanding Financial Statements will introduce managers and business owners to various types of financial statements and explain why they are important. Serving as a desktop reference, especially for managers without a strong background in finance, this book will discuss the difference between internal and ex