

1. Record Nr.	UNINA9911096231603321
Autore	Epstein Lita
Titolo	The business owner's guide to reading and understanding financial statements : how to budget, forecast, and monitor cash flow for better decision making // Lita Epstein
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, 2012
ISBN	9786613425294 9781118231098 1118231090 9781283425292 1283425297 9781118225585 1118225589
Edizione	[1st ed.]
Descrizione fisica	1 online resource (194 p.)
Classificazione	BUS060000
Disciplina	658.15/12
Soggetti	Cash flow Decision making Financial statements Corporations - Finance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The Business Owner's Guide to Reading and Understanding Financial Statements; Contents; Preface; Acknowledgments; Part I: Using External Reports to Gauge Your Company's Health and Competitive Status; 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;

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
