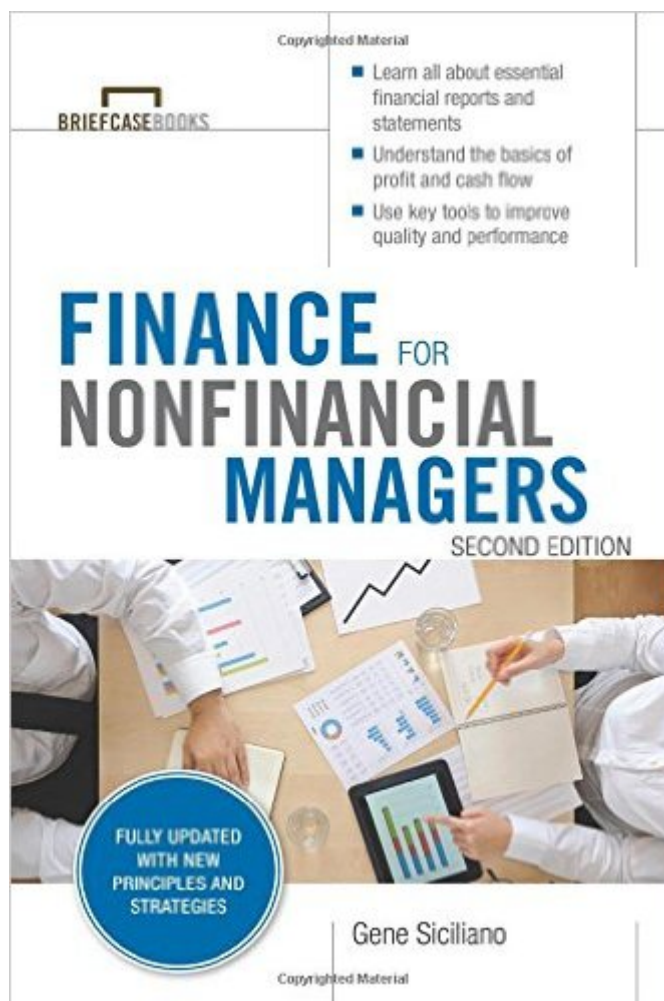


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Finance For Nonfinancial Managers, Second Edition (Briefcase Books Series) (Briefcase Books (Paperback))



Synopsis

AN INTRODUCTION TO FINANCIAL REPORTS--WITH NEW TACTICS FOR BUDGETING AND PINPOINTING KEY FINANCIAL AREAS Financial decisions impact virtually every area of your company. As a manager, it's up to you to understand how and why. Finance for Nonfinancial Managers helps you understand the information in essential financial reports and then shows you how to use that understanding to make informed, intelligent decisions. It provides a solid working knowledge of: Basic Financial Reports--All about balance sheets, income statements, cash flow statements, and more Cost Accounting--Methods to assess which products or services are most profitable to your firm Operational Planning and Budgeting--Ways to use financial knowledge to strengthen your company Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: Key Terms: Clear definitions of key terms and concepts Smart Managing: Tactics and strategies for managing change Tricks of the Trade: Tips for executing the tactics in the book Mistake Proofing: Practical advice for minimizing the possibility of error Caution: Warning signs for when things are about to go wrong For Example: Examples of successful change-management tactics Tools: Specific planning procedures, tactics, and hands-on techniques

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Customer Reviews

Mr. Siciliano does a great job of explaining very complicated and sometimes dry subject matter in a

understandable and easy way. Dare I say he even makes it fun, with his sense of humor too. For example, he uses a hypothetical example throughout the book called the Wonder Widget Company. You might know that the balance sheet contains both assets and liabilities? But at the bottom of the assets is a catchall category called, "cleverly", Other Assets! In another section, in Chapter 12, The Annual Budget, he titled "Tools for Telling the Future: Budgets, Forecasts, Projections, and Tea Leaves"! Of course this is serious subject matter, but Gene Siciliano writes with a flair and whether this is required reading for class or you are looking for an edge in understanding accounting reports, I would highly recommend this book. Tim Rusch

Interesting book.. for the price it is a good to have! It gave me some reminders on basic finance / accounting.. I work in a financial related field but not as a financial expert so it was a good way to understand some basic principle. Very nice. For the price, you can't really go wrong.

This book has been very informative, I would recommend it for anyone how wants a good understanding the how and why of finance. If you are looking for detailed accounting and higher levels of accounting techniques this is NOT the book for you.

I got this for some of our newer managers and it is a fantastic aid.

Very easy to read common sense approach to understanding finance. Gene's approach hits the mark and can provide valuable insight for people that are not normally immersed in the financial world. I would recommend this book to both people that understand finance and those that do not, during my read I found myself several times thinking " WOW that part was a great refresher" and I am someone that has been involved in finance and had P&L responsibility for several companies. This book is a great ongoing resource for everyone!

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