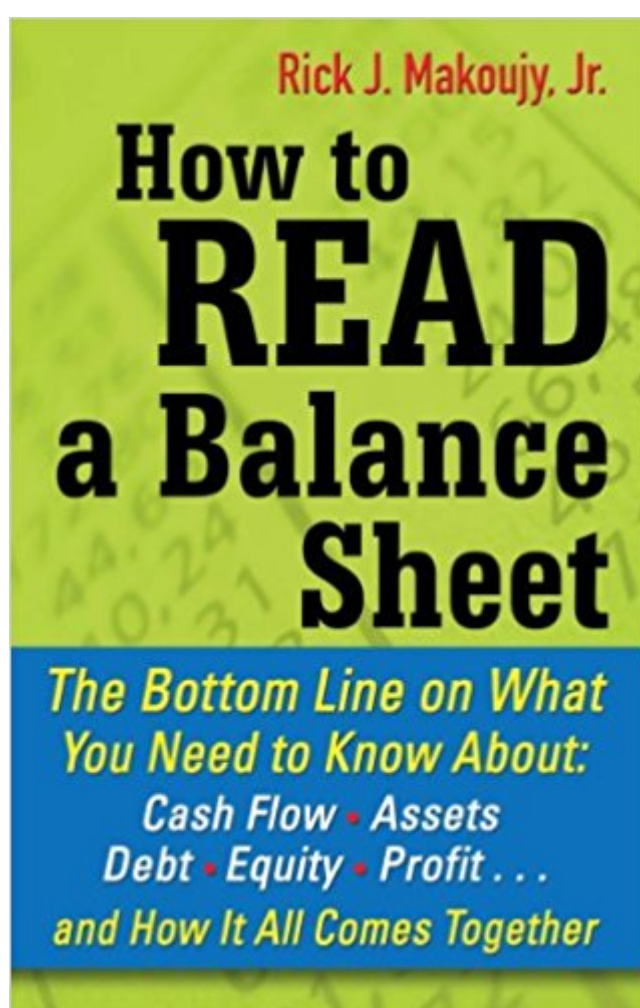


The book was found

How To Read A Balance Sheet: The Bottom Line On What You Need To Know About Cash Flow, Assets, Debt, Equity, Profit...and How It All Comes Together



Synopsis

Put the most valuable business tool to work for you! The balance sheet is the key to everything--from efficient business operation to accurate assessment of a company's worth. It's a critical business resource--but do you know how to read it? *How to Read a Balance Sheet* breaks down the subject into easy-to-understand components. If you're a business owner or manager, this book helps you . . . Manage working capital Generate higher returns on assets Maximize your inventory dollars Evaluate investment opportunities If you're an investor, this book helps you . . . Determine the market value of a company's assets and operations Predict future earnings and trends Assess the impact of capital expenditures Identify potential "red flags" before the crowd *How to Read a Balance Sheet* gives you the bottom line of what you need to know about: Cash Flow * Assets * Debt * Equity * Profit and how it all comes together.

Book Information

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Customer Reviews

After seeing this item recommended so many times on , I easily recognized it at the library today. Long story short, I brought the book home and read it tonight. Now, I understand why it gets solid

5-star reviews.(As a quick note, I'm currently an MBA student, so none of the material here is foreign to me. Having said that, this material is more straight-forward than probably any other I have seen on the subject. I tried to review this with the mindset of a young adult with limited exposure to financial statements.)What this book IS NOT:The last book you'll ever need if you want to be a financial expert. There is an "accounting 101" balance sheet exhibit in the book, but the rest of the book is plain English in a conversational tone. This may be a drawback for someone looking for diagrams or endless examples of balance sheets. Additionally, this is not a textbook, but if I had this book during my undergrad years, I believe everything would have been more clear, and my time studying would have been more efficient.What this book IS:An excellent intro to/review of Balance Sheets. I'm still amazed at how succinctly the author covers the following:Working Capital;Capitalizing vs. Expensing Assets;Warrants (with a pretty good Preferred Stock write-up);Balance Sheet Abuses;Leasebacks and other potential warnings;EBIT vs. EBITDA and impact on interest coverage...and many others.These are issues brought up daily in MBA-level courses, but are easily accessible in this book.

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