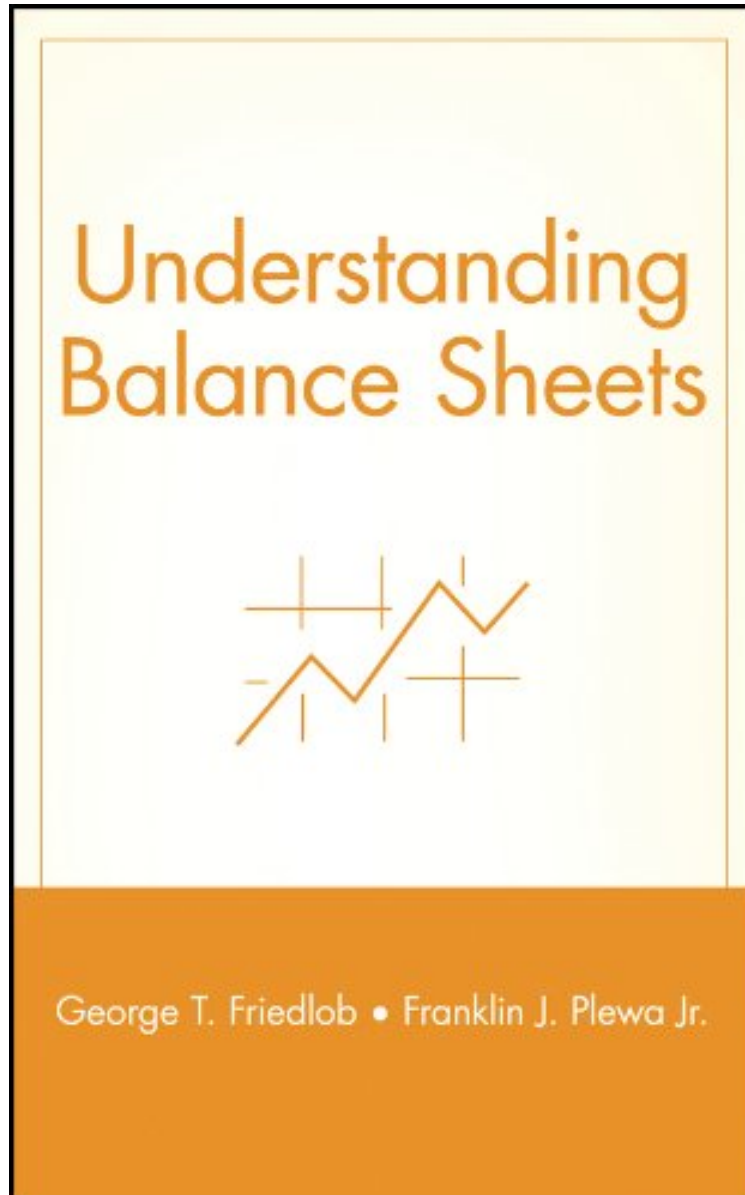


(Library ebook) Understanding Balance Sheets

Understanding Balance Sheets

George T. Friedlob, Franklin J. Plewa
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From the Publisher From cash flow to ROI, budgeting to income statements, this essential reference source enables financial managers, small business owners, entrepreneurs, and self-employed persons to learn the basics of the balance sheet and beyond--quickly, easily and thoroughly. Written by professors who have made financial and accounting matters accessible to thousands--both in the lecture hall and in print--this outstanding resource clearly spells out just what a balance sheet is, how it works and how to use it to increase profitability. Addresses every major component of the balance sheet--cash, receivables, inventory, long-lived assets, long-term debts and more. Contains essential formulas to guide you through your business finances. From the Inside Flap Understanding Balance Sheets As statements of a company's financial condition, balance sheets contain information vital to owners, investors, and financial managers who are charged with assessing company performance. Often complex and difficult to interpret, balance sheets are nonetheless essential because they help pinpoint business problem areas. Understanding Balance Sheets explains in a clear and concise manner all the major aspects of this important business tool, making it yours to implement easily and successfully. Written by two financial and accounting authorities, this hands-on working reference enables you to understand a company's balance sheet within the context of its annual report. You'll find detailed information on: Exactly what a balance sheet is, how it works, and how it's used to increase profitability The individual components: receivables, cash, inventory, long-lived assets, current payables, long-term debt, and equity How these different elements relate to each other, how they come into being, and how they should be controlled in your business How accounting data is created, accumulated, and used in the development of financial statements Whether you're new to balance sheets, need a quick refresher, or require a knowledge that goes beyond the basics, this guide has it all. Understanding Balance Sheets is a thorough, accessible reference that you can't afford to be without if you need to get a handle on this essential financial tool. From the Back Cover As statements of a company's financial condition, balance sheets contain information vital to owners, investors, and financial managers who are charged with assessing company performance. Often complex and difficult to interpret, balance sheets are nonetheless essential because they help pinpoint business problem areas. Understanding Balance Sheets explains in a clear and concise manner all the major aspects of this important business tool, making it yours to implement easily and successfully. Written by two financial and accounting authorities, this hands-on working reference enables you to understand a company's balance sheet within the context of its annual report. You'll find detailed information on: Exactly what a balance sheet is, how it works, and how it's used to increase profitability The individual components: receivables, cash, inventory, long-lived assets, current payables, long-term debt, and equity How these different elements relate to each other, how they come into being, and how they should be controlled in

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