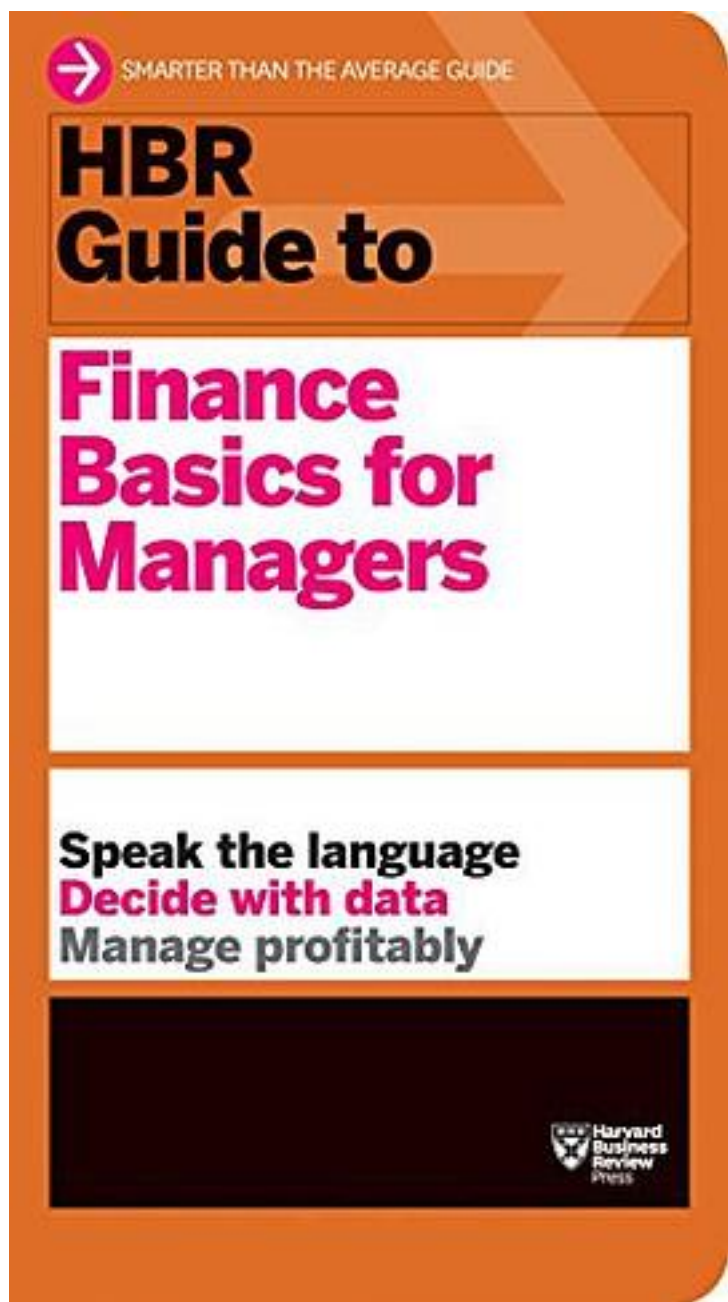


HBR Guide to Finance Basics for Managers



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DON'T LET YOUR FEAR OF FINANCE GET IN THE WAY OF YOUR SUCCESS

Can you prepare a breakeven analysis? Do you know the difference between an income statement and a balance sheet? Or understand why a business that's profitable can still go belly-up? Has your grasp of your company's numbers helped--or hurt--your career?

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- Compare your firm's financials with rivals'
- Shift your team's focus from revenues to profits
- Assess your vulnerability to industry downturns
- Use financial data to defend budget requests
- Invest smartly through cost/benefit analysis

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