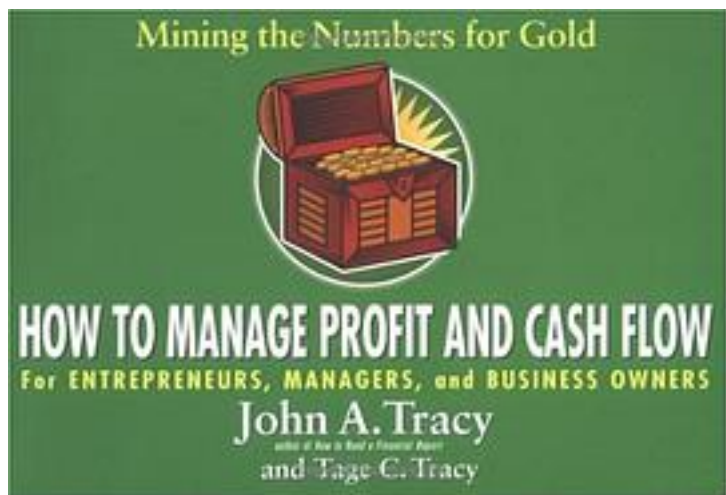


# How to Manage Profit and Cash Flow



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Everything nonfinancially-trained managers need to understand and use their financial and accounting data like a pro New headline-grabbing requirements from Congress and the SEC have made a hands-on knowledge of financial reports essential to business managers at every level. How to Manage Profit and Cash Flow provides practical information and strategies for business managers and others who have to work with accounting and financial information, helping them understand the difference between massaging the numbers and cooking the books and the methods for analyzing past and future profit and cash flow. In the down-to-earth style of John Tracy's bestselling How to Read a Financial Report, the chapters in How to Manage Profit and Cash Flow are short, to-the-point, and visually appealing, helping readers untangle troublesome terminology and gain a firm understanding of how to use financial reports in their daily business activities.

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