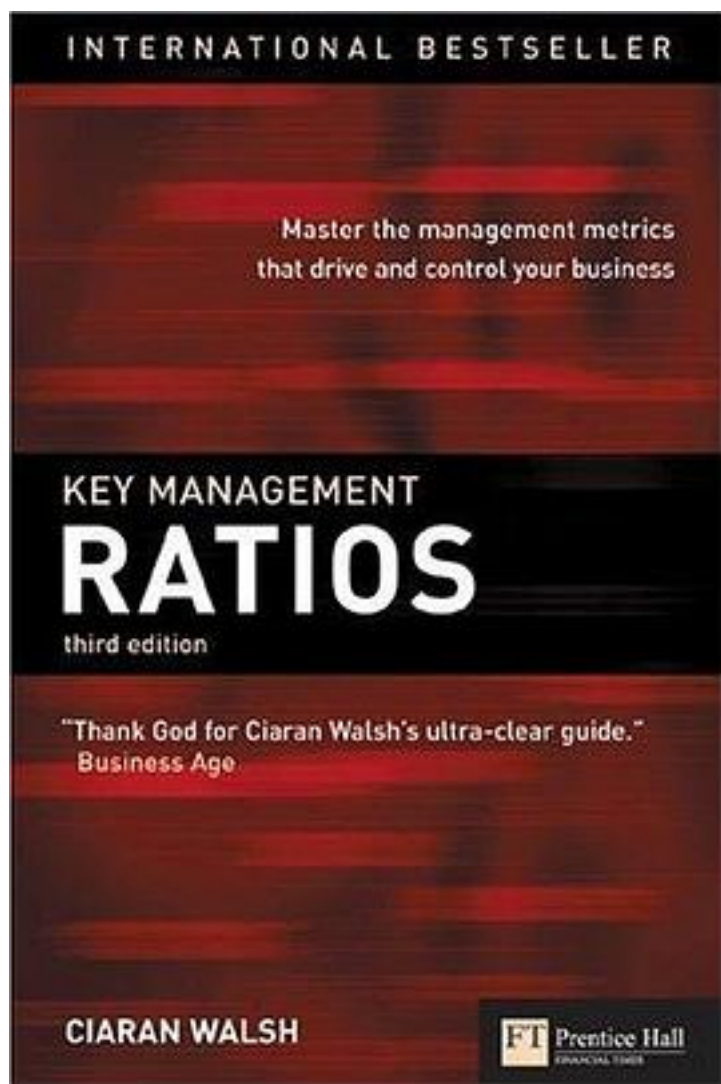


Key management ratios



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Business ratios are the guiding stars by which you steer your company's course; they provide your targets and your standards; they direct you towards the best long-term strategies as well as the smartest short-term solutions. You can't afford to leave them to the accountants. In *Key Management Ratios, Third Edition*, top financial educator Cieran Walsh teaches you everything you need to know about ratios to manage your business far more effectively. This book's thoroughly updated coverage includes: financial statements, balance sheets, and P&Ls; measures and drivers of operating performance; corporate liquidity, financial strength, and cash flow; determinants of corporate value; cost, volume, and price relationships; investment ratios, acquisition analysis, and Shareholder Value-Added (SVA). Simply put, Cieran Walsh enables you to link your company's financial fundamentals to its day-to-day operations--so you can make smarter decisions based on better information.

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评论

很好读 每讲一个ratio就有一个解释的图表 以后查阅很方便

这货实际有中文版，清华大学出版社的，但译得比较差，错漏也不少。除此之外内容干货还是很多，财报的构成、脉络、联系、思路，都讲得很清晰。

帮了不少忙。

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书评

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