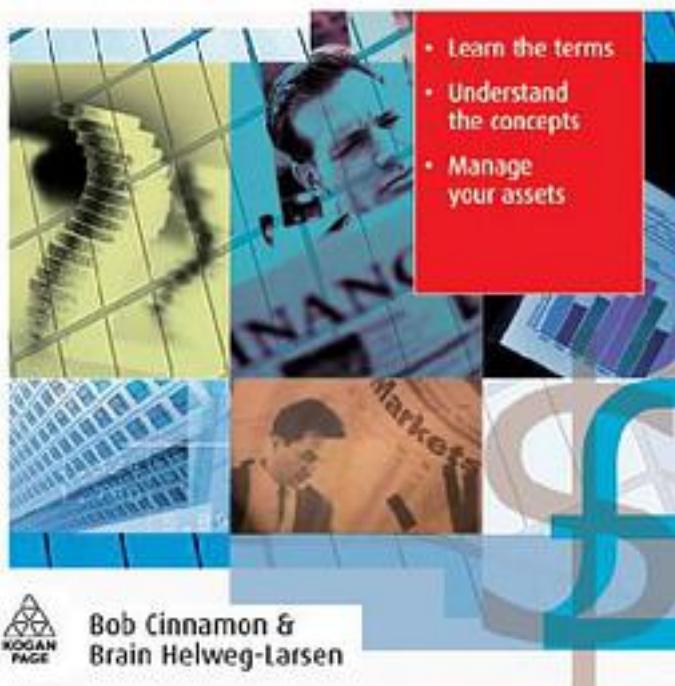


# How to Understand Business Finance



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'Explains accounting to the self-employed and small firms' - "Observer". 'The book is based on a highly visual and participative training event that brings the subject to life' - "Accountancy Age". The modern marketplace is increasingly unpredictable and there is an ever-greater need for non-financial managers to understand the financial and management accounting process. "How to Understand Business Finance" is not written by an accountant and actually relates to running a business in a real market. It provides a quick and effective course from the perspective of the pursuit of business growth, and describes a business proceeding from initial set-up through its first year of trading. As well as learning how to understand the balance sheet and profit and loss account, readers will also grasp the principles of: market dynamics; budgeting and forecasting; fixed and variable costs; break-even analysis; the difference between profit and cash; financial ratios for measuring business performance; investment appraisal; stock market ratios; shareholder value; and, financial measures for improving business performance, and much more.

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