

# Operational Financial Analysis: A Practical Handbook With Forms



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著者:

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What This Book Will Do for You  
This handbook has been prepared for practitioners by a practitioner based on fifteen years of experience in diverse companies of varying size and organizational structures. The author has collected into one volume those everyday critical tools and applications which are required to systematically:  
--Increase revenues which have profit potential.  
--Streamline overall operations and cut costs.  
--Monitor and improve the health of any business.  
--Develop reliable plans, decisions and actions.  
--Create higher profits and business expansion.  
--Detect and plug profit and cash flow leaks.  
--Gain lasting profit improvements and growth through people

involvement at all<br> levels of the organization.<br> nAccelerate and increase cash flow on a continuing basis.<br> Today s financial managers and their staffs are assuming a greater role in their<br>companies. They are being asked to do more than just keep the booksi¼ prepare financial<br>statementsi¼ and be custodians of their company s assets. The controller and his staff are<br>fully exercising what their job really implies~control. The treasurer has shrugged off his<br>custodial mantle and has become active in managing the assets of his company.<br> Too often they are prevented from adequately performing their increased<br>responsibilities because:<br> nthey do not have the tools for expanding their functions and thusi¼ they are<br> bound to their more antiquated and classical roles.<br> ~they are busy fighting fires and reacting to problems rather than evolving a<br> systematic approach.<br>

作者介绍:

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