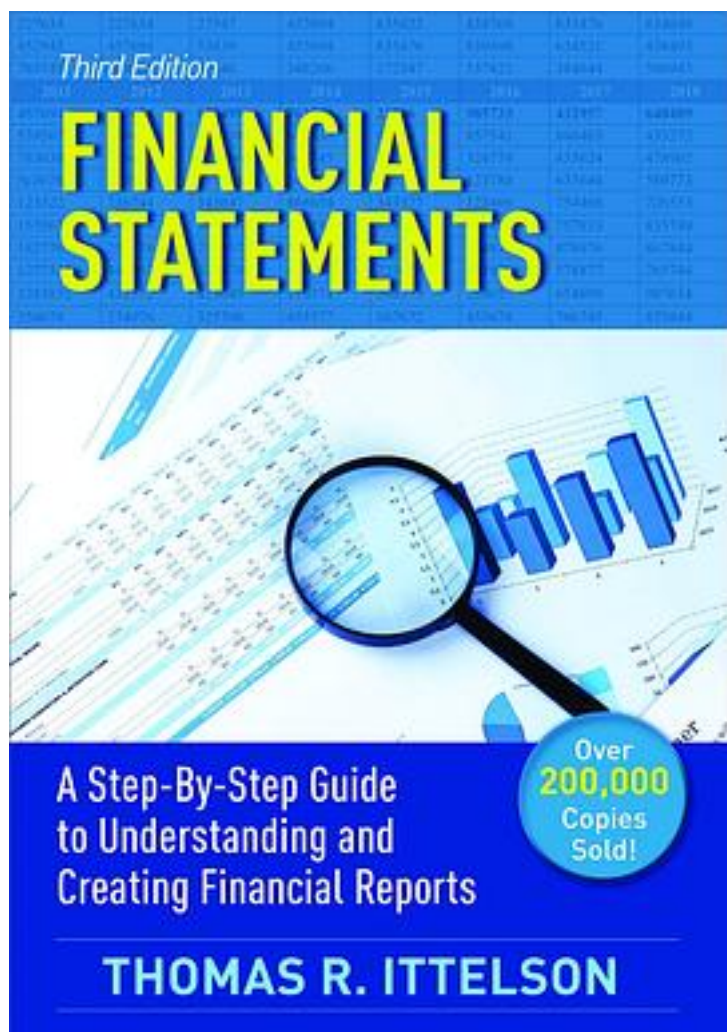


Financial Statements



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著者:Thomas Ittelson

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Over 200,000 copies sold!

Thomas R. Ittelson's master work for entrepreneurs, non-financial managers, business students, lawyers, lenders, and investors—the bestselling book of its kind, with over 200,000 copies in print—has gotten even better with this 20th anniversary edition.

Ittelson is an expert at translating complicated financial topics in an accessible way for non-financial audiences. In this book, he empowers readers by clearly and simply demonstrating how the three major accounting statements interact to offer a snapshot of a company's financial health.

This book teaches readers how to use specialized accounting vocabulary and makes accessible the structure and purpose of the three major numeric statements that describe a company's financial condition. Each statement paints a different and essential picture—the “three-legged stool” of company reporting:

The income statement shows the manufacturing (or service offerings) and selling actions of the company that result in profit or loss during a period. It gives a very important perspective on the company's performance, its profitability.

The cash flow statement details cash into and out of the company for a period. You need money to make money. Running out of cash is bad. Duh.

The balance sheet records at the end of a period, an instant in time, what the company owns and what it owes, including the owners' stake, called shareholders' equity.

With two new major topic sections (nonprofit organization accounting and pricing theory for profitability) and spot color reformatting to improve comprehension, this third edition of Financial Statements is simply the clearest and most comprehensive introduction to financial reporting available. No accounting background is required.

作者介绍:

Thomas R. Ittelson is a scientist, businessman, author, and teacher with many years of hands-on experience in business development and marketing for technical companies. As a consultant to entrepreneurs, Ittelson has written business plans and prepared financial projections that have helped raise more than \$500 million in start-up equity capital. Financial Statements was born from the author's efforts to teach client entrepreneurs how to design and use financial statements in their start-up businesses.

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标签

会计

金融

财报

商业

评论

简直惊喜，我准备看着书的时候只是想了解财务报表是怎么准备的，怎么解读。这书不仅仅说了这些，还列举了常用的一些 ratio analysis 公式。作者还通过虚构公司来解释你应该如何决策公司的扩张计划以及投资计划。我感觉对于非财务专业的人来说足够了。

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书评

（一）会计（accounting）是什么？
英文名字叫作accounting，是个计量的东西。计量就需要基本的单位，一支铅笔，一元钱，所有的东西要能够数得清。而基本单位需要大家达成共识，比如财务报表表头右边的“单位：元”说的就是这个意思。（二）共识是人类进步的重要因素 秦始皇统...

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