

Business Finance Was Never This Easy

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出版者:AuthorHouse

出版时间:2006-01-05

装帧:Paperback

isbn:9781420856354

Business Finance Was Never This Easy Years of business experience have taught me what business owners, executives and managers require and desire from a finance

operation. To that end I have written a new book, Business Finance; Oh that's the way it works This is a business finance book that is easy to understand and thoroughly comprehensive. Find out about business finance, cash flow, financial planning, business investment, and much more in concise, plain, non-technical language. It takes the business executive through the accounting basics then proceeds to financial analysis, financial measuring sticks, business investment analysis (including company market or financial valuation), and product cost. The executive will also learn the three levels of cash flow, the keys to succeed in every business, and financial planning. Beyond 2n in-depth discussion of proper business mechanics and techniques, the executive will learn how to make policy decisions and to understand the potential impacts of these policies. It presents and discusses the mechanics, raises and discusses questions regarding financial policies and provides other thought provoking material. Do you want to become a financial genius? Probably not But, if you would like to have a good understanding of the financial aspects of your business or, if you would like to impress your co-workers and boss with your finance savvy, then this is the book for you.

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