

# Understanding And Managing Financial Information The Non Financial Managers

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financial management for non financial managers is an accessible practical and easy to understand guide that will allow any manager to gain confidence in understanding financial matters managing a budget and dealing with bankers accountants and finance professionals a source of invaluable expert advice on all the essential aspects of financial management within the context of running a business it covers business structures accounting and financial statements analysis and ratios planning budgeting product and service costing setting selling prices investment appraisal finance and working capital taxation and international transactions this book explains financial literacy in the context of management showing how improved awareness of finances can lead to increased value creation and protection for your business aimed at the practicing business manager financial

management for non financial managers includes case studies spreadsheets and worked examples to accompany key skills and practices explained in the book online supporting resources for this book online template spreadsheets for planning budgeting and variance analysis

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every business and organisation no matter what its size requires competent financial management now in its third edition this highly successful book is written for those who don t have a background in finance and accounting but who need to know how money works using local and international case studies simply finance demystifies financial concepts and jargon so you can improve your decision making and add value to your business

each chapter focuses on one stage of the development of a company each stage raises a typical issue concerning financial management at the end of each chapter is a bulleted summary assignments and exercises

find out how to hold your own with the accountants the principles of business finance aren't complicated every business is driven by just four figures knowing what these four figures are how they relate to each other and most importantly how they can be managed is the key to understanding the finances of any organisation quickly learn how to get to grips with the accounts of any business the 4 figure trick will show you how in under one minute to ascertain whether any business is a success or not and how in less than five minutes to identify all its core strengths and weaknesses discover the formula for financial success and the practical steps any business can take to enhance financial performance

financial reports speak their own language and managers without a strong finance background often find themselves bewildered by what is being said finance for nonfinancial managers helps managers become familiar with essential financial information showing them how to speak the language of numbers and implement financial data in their daily business decisions in addition it clarifies how and why financial decisions impact business and operational objectives

readers get tips and insight regarding what to look for when reading financial statements how businesses measure profitability how to stay on top of the budgeting process and how to track cash flow

the world of finance and accountancy can seem one of impenetrable mystery but it is one that many managers have to face in their day to day lives with its comprehensive coverage of the subject this book allows you not only to ask pertinent questions but also to understand the answers chapter by chapter the workings of finance are mapped out and laid bare the formal reports the methods used to prepare the numbers and what accountants actually do every day this edition is fully updated to reflect current allowances rates and regulations and further information it also includes even more questions with comprehensive answers to challenge the reader's understanding detailed explanations are provided in a clear jargon free style and backed up with lots of practical examples areas covered include basic terminology accounting concepts and principles profit loss accounts and cash flow management how accounts departments work corporate financial planning there is also a section on personal finance not got much time one and five minute introductions to key principles to get you started author insights lots of instant help with common problems and quick tips for success based on the author's many years of experience test yourself tests in the book and online to keep track of your progress extend your knowledge extra online articles at [teachyourself.com](http://teachyourself.com) to give you a richer understanding of finance things to remember quick refreshers to help you remember the key facts try this innovative exercises illustrate what you've learnt and how to use it

cio magazine launched in 1987 provides business technology leaders with award winning analysis and insight on information technology trends and a keen understanding of its role in achieving business goals

the purpose of this book is to provide non financial managers with an understanding of financial issues and of the techniques that are used to assess monitor and control the financial performance of their businesses it aims to help managers to anticipate the financial consequences of decisions

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