



Finance for Nonfinancial Managers, Second Edition (Briefcase Books Series)

Gene Siciliano

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AN INTRODUCTION TO FINANCIAL REPORTS--WITH NEW TACTICS FOR BUDGETING AND PINPOINTING KEY FINANCIAL AREAS

Financial decisions impact virtually every area of your company. As a manager, it's up to you to understand how and why.

Finance for Nonfinancial Managers helps you understand the information in essential financial reports and then shows you how to use that understanding to make informed, intelligent decisions. It provides a solid working knowledge of:

- Basic Financial Reports--All about balance sheets, income statements, cash flow statements, and more
- Cost Accounting--Methods to assess which products or services are most profitable to your firm
- Operational Planning and Budgeting--Ways to use financial knowledge to strengthen your company

Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page:

Key Terms: Clear definitions of key terms and concepts

Smart Managing: Tactics and strategies for managing change

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