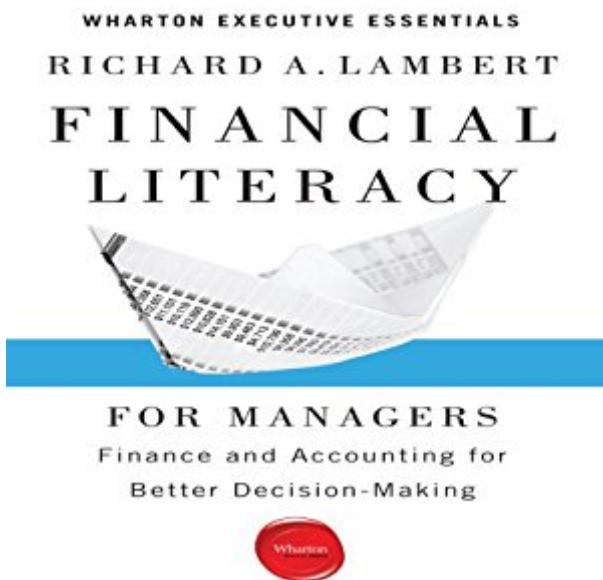


The book was found

Financial Literacy For Managers: Finance And Accounting For Better Decision-Making



Synopsis

The language of business. In order to understand how your business is performing right now and to evaluate, assess, and devise new strategies to boost future performance, you need information. Financial statements are a critical source of the information you need. In direct and simple terms, Richard A. Lambert, Miller-Shererd Professor of Accounting at the Wharton School of the University of Pennsylvania, demystifies financial statements and concepts and shows you how you can apply this information to make better business decisions for long-term profit. You will learn to use and interpret financial data; find out what we can learn from Pepsi, Krispy Kreme, General Motors, and other companies; learn how to evaluate investment strategies; and apply your financial know-how to develop a coherent business strategy. Gildan Media is proud to bring you another Wharton Digital Press Audiobook. These notable audiobooks contain the essential tools that can be applied to every facet of your career.

Book Information

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Customer Reviews

Excellent primer for non-financial managers looking to get a handle on understanding financial information, which information is relevant in what arenas, and how to best leverage the information to make informed business decisions. The book does a good job of explaining the difference between various financial statements, how they relate to one another, and why it matters. If you're a new manager who suddenly confronted with budgeting decisions or responsible for running a P&L, this book is a great place to start your education.

Excellent overview of the basics. Well written, free of jargon. A great primer for any manager not trained or schooled in accounting.

This is very enjoyable reading. I don't know how the author made finance easy to digest but he did. A balance sheet now makes sense to me.

Great book. Clear and concise. A quick read, covering the essentials.

I think it provided a good overview but not enough detail for my class or for making clear cut decisions as a manager. Not a bad read but just okay.

The author does a great job of explaining many financial terms and methods. Very easy to understand for all audiences.

Arrived on time and in good condition.

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