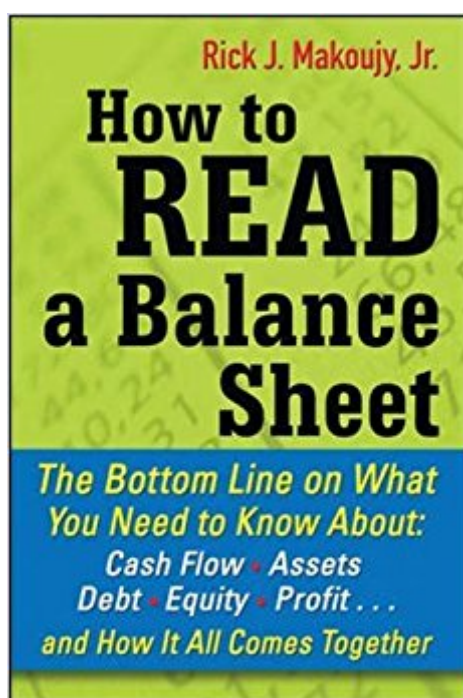


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# How To Read A Balance Sheet: The Bottom Line On What You Need To Know About Cash Flow, Assets, Debt, Equity, Profit...and How It All Comes Together



## Synopsis

Put the most valuable business tool to work for you! The balance sheet is the key to everything--from efficient business operation to accurate assessment of a company's worth. It's a critical business resource--but do you know how to read it? How to Read a Balance Sheet breaks down the subject into easy-to-understand components. If you're a business owner or manager, this book helps you . . . Manage working capital Generate higher returns on assets Maximize your inventory dollars Evaluate investment opportunities If you're an investor, this book helps you . . . Determine the market value of a company's assets and operations Predict future earnings and trends Assess the impact of capital expenditures Identify potential "red flags" before the crowd How to Read a Balance Sheet gives you the bottom line of what you need to know about: Cash Flow \* Assets \* Debt \* Equity \* Profit and how it all comes together.

## Book Information

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## Customer Reviews

Rick J. Makoujy, Jr., is the author of Accounting in an Hour, a 60-minute interactive DVD and e-learning course that promotes financial literacy to nonfinancial employees. He lives in Woolwich Township, NJ.

One of the best finance books I have ever read. It feels like you are a completely new person after reading this book. I didn't realize how much of a disadvantage I was at because I didn't know how to read balance sheets. I am a part-time positional trader and this book has opened my eyes and changed the way I look at companies. I will say it has definitely helped just a few days ago when I

shorted \$MU after reading their financials with what I learned by this book. Next 2 days the stock went down 11% because they had a very high debt to equity ratios and were highly over leveraged, two terms I didn't understand before this book.

With a Bachelor's degree in marketing and finance and about 20 years of consulting for small and mid-sized businesses, I'm amazed at how many business owners and executives don't understand basic accounting. This book covers all you need to know about accounting to run a business and it's an easy read. Understanding the subject from Makoujy's perspective would have saved me much time and frustration in school and early in my career. The book provides accounting basics for novices and offers a great refresher for seasoned professionals. I recommend it highly.

I wish I had this books years ago because not only was it chock full of information, but it was also written to be understood. Too often books on this subject become burdened with confusing terminology. I especially found the clear ,concise examples to be extremely helpful.Perhaps we should send free copies to all of our elected officials so they can understand more about long term liabilities and having a balanced balanced sheet. LOL. I highly recommend this book to anyone who wants a lot of useful information presented in a succinct, orderly way.

Gives good grounding.

With no training or experience in accounting, and wanting to start my own business, I found this book extremely informative and relatively easy to understand. I'm sure those with more experience in accounting would find it somewhat simplistic but for me it was a great place to start.

This book is fine as it explains the intricacies of a company's balance sheet.

A good basic primer written in an approachable style without being dumbed down. The writer gives good overview of Balance Sheet and Income Statement, discounting the relative importance of Cash Flow statement. Interesting discussion of aspects of financial statements that are subject to manipulation.

GOOD

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