



How to Understand Business Finance (Creating Success)

Robert Cinnamon, Brian Helweg-Larsen

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Starting with how to understand the balance sheet and profit and loss accounting, the book also covers: market dynamics, budgeting and forecasting, fixed and variable costs, break-even analysis, the difference between profit and cash, financial ratios for measuring business performance, stock market ratios, shareholder value, financial measures for improving business performance, and more.

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