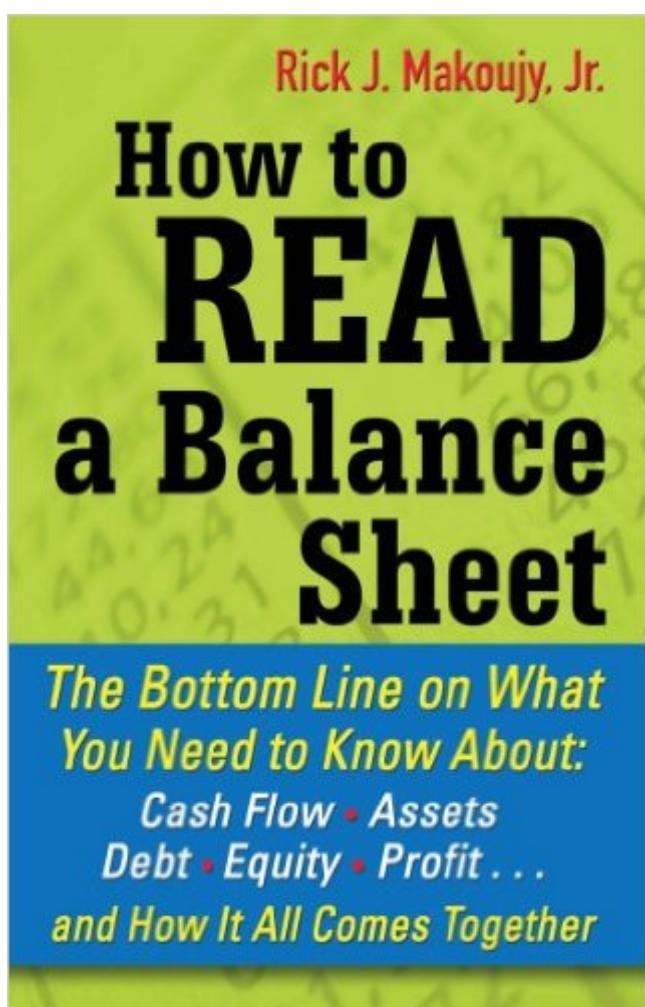


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# How To Read A Balance Sheet: The Bottom Line On What You Need To Know About Cash Flow, Assets, Debt, Equity, Profit...and How It All Comes Together



## **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**

After seeing this item recommended so many times on , I easily recognized it at the library today. Long story short, I brought the book home and read it tonight. Now, I understand why it gets solid

5-star reviews.(As a quick note, I'm currently an MBA student, so none of the material here is foreign to me. Having said that, this material is more straight-forward than probably any other I have seen on the subject. I tried to review this with the mindset of a young adult with limited exposure to financial statements.)What this book IS NOT:The last book you'll ever need if you want to be a financial expert. There is an "accounting 101" balance sheet exhibit in the book, but the rest of the book is plain English in a conversational tone. This may be a drawback for someone looking for diagrams or endless examples of balance sheets. Additionally, this is not a textbook, but if I had this book during my undergrad years, I believe everything would have been more clear, and my time studying would have been more efficient.What this book IS:An excellent intro to/review of Balance Sheets. I'm still amazed at how succinctly the author covers the following:Working Capital;Capitalizing vs. Expensing Assets;Warrants (with a pretty good Preferred Stock write-up);Balance Sheet Abuses;Leasebacks and other potential warnings;EBIT vs. EBITDA and impact on interest coverage...and many others.These are issues brought up daily in MBA-level courses, but are easily accessible in this book.

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