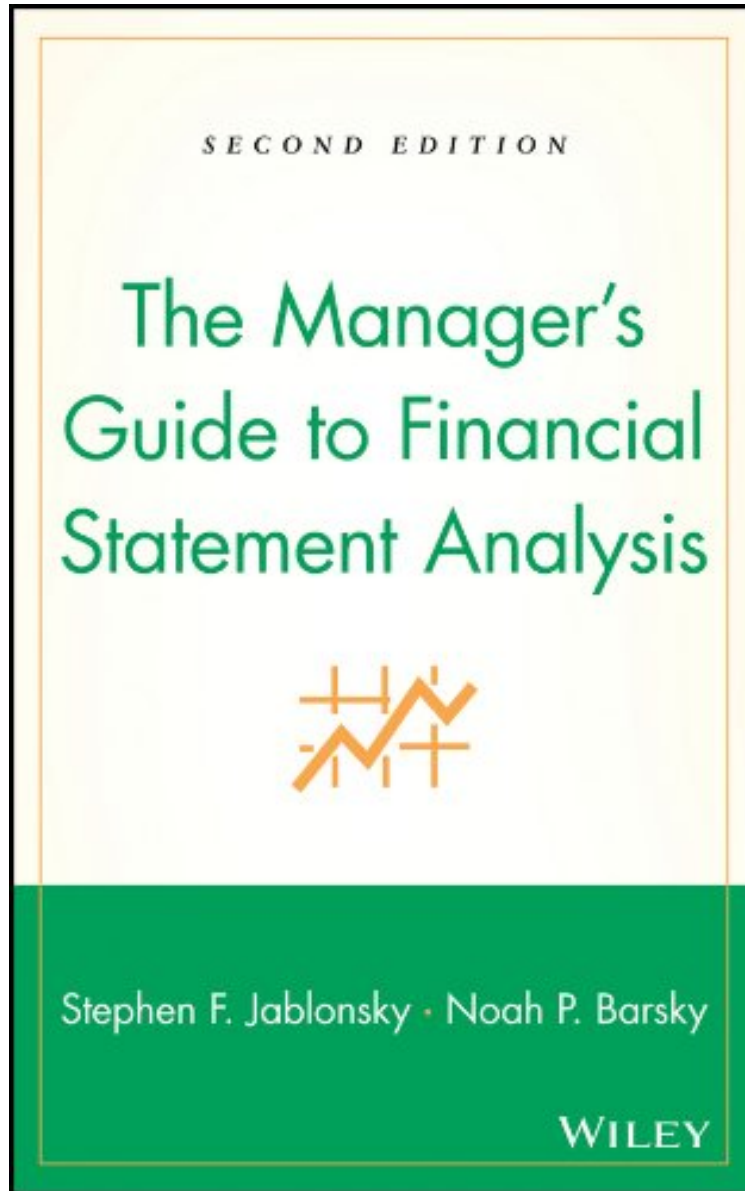


The Manager's Guide to Financial Statement Analysis

Stephen F. Jablonsky, Noah P. Barsky
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Stephen F. Jablonsky, Noah P. Barsky : The Manager's Guide to Financial Statement Analysis before purchasing it in order to gage whether or not it would be worth my time, and all praised The Manager's Guide to Financial Statement Analysis:

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take a look at this book. 18 of 21 people found the following review helpful. Chart your way to positively impact your company's value. By A Customer This is an ingenious guide to understanding not only the key concepts of financial statement analysis, but also the levers at the disposal of managers which they can and should employ to proactively improve shareholder value in their firm. The charting methodology the authors have designed is not difficult, but it is nonetheless quite illustrative and well structured. I am using the book to teach a class of forty MBA students from many different countries, and I have found that each chapter fits into a one and a half hour lecture and discussion session very comfortably. From the students' feedback as well as my own background as a former Chief Financial Officer, I am certain that this book will be a valuable tool in any reader's management career. 13 of 20 people found the following review helpful. A worthy effort, but ultimately too basic to be very useful. By A Customer This is a basic text for those who have a limited understanding of financial statements and don't intend to learn a whole lot more. The authors provide a user-friendly visual method to relate to abstract figures. Unfortunately, the reader isn't assumed to have acquired additional command of the subject as he reads through the book. This causes the later chapters to drag since the pace hasn't picked up much from the introduction. The book is marred by some poor technical proofreading (charts with missing data, erroneous dates, etc), but that was a minor annoyance. I was discouraged, though, by the lack of practical applicability -- don't expect to learn much about how to diagnose company problems or strengths at manager level. This book best serves as a primer for those who want to read more about how to perform useful analysis of a company.

Praise for The Manager's Guide to Financial Statement Analysis "The Manager's Guide to Financial Statement Analysis opens the door for both financial and nonfinancial managers to develop a framework for understanding a company's true financial performance. The Manager's Guide goes the extra step by providing the reader with the skills necessary to communicate the impact of a firm's financial measures in a nontraditional, easy-to-understand manner. It is this combination of understanding and effective communication that allows the manager to then improve a firm through the use of financial information." -Christopher D. Flick, Investment Manager, The Vanguard Group "The Manager's Guide to Financial Statement Analysis has helped me in both my personal (investing) and professional (management) lives. The authors unravel the complexities of financial statements so that the information they contain can be easily digested and exploited. There is no more hiding a company's strategy behind a set of financial statements. I keep this book close at hand!" -Steven I. Glusman, Chief Engineer, Comanche Helicopter Program, Boeing Rotorcraft Program Management Center "A valuable framework for communicating firm results and aligning managers around common goals. The methodology links the information contained in a company's financial statements with its external market performance in a format that is easily understandable by the different functional managers of any company." -Scott Teeter, The LTC Group

"...its great strength is that it simplifies the crucial determinants of company performance without drowning the reader in accounting jargon." (Company Accountant, April 2002) From the Publisher This book helps managers understand and use financial information to improve the financial performance of their corporation. It puts technical issues in the background and concentrates on helping managers understand the financial information provided in balance sheets and income statements, as well as the information gathered from other sections of the annual report, The Wall Street Journal, Value Line and Business Week. From the Inside Flap Every day managers are flooded with financial information from an over-whelming number of sources -- company reports, the financial press, and the Internet. While the language of financial statements may sound like a foreign tongue to you, you know you can't ignore it. To understand how to use financial information to improve the performance of your company, you need a resource that emphasizes how financial statements support meaningful management communications. Written in accessible, nontechnical language, The Manager's Guide to Financial Statement Analysis puts the focus on what you need to know to be an effective participant in business communications. Here is a framework that helps managers see how business strategy is linked to shareholder accountability through the firm's financial statements -- without getting caught in the trap of explaining how financial statements are prepared according to technical accounting rules and regulations. The emphasis of this book is on how you, as a manager, can use financial information to improve the performance of your organization, rather than simply learning how to keep score! Using a full decade of financial data from Wal-Mart, and case studies of a number of other high-profile firms including Cisco, Dell, and Pfizer, this book presents strategy models that demonstrate how financial information can be utilized to tell a story about a company's business operations. The Manager's Guide to Financial Statement Analysis is written in language you can understand -- the language of business as spoken by managers, not accountants or financial analysts. This book will give you the tools you need to unleash the full communication potential of your company's financial information, make you a better manager -- and make your company more competitive.