



# Accounting and Financial Fundamentals for NonFinancial Executives

*Robert Rachlin, Allen Sweeney*

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**Accounting and Financial Fundamentals for NonFinancial Executives** Robert Rachlin, Allen Sweeney  
Finance and accounting are the backbone of any organization. Yet plenty of executives and businesspeople are befuddled and intimidated by number crunching. Now there's a complete, concise, non-technical guide to grasping all the essentials of accounting -- and directly applying financial data. Readers will learn how to:

- \* pinpoint the most profitable products or sales regions
- \* figure the rate of return from a capital investment
- \* make internal management reports more useful
- \* understand and prepare a statement of cash flows

Its straightforward approach will appeal to all managers and executives who need a practical, comprehensible lesson in using financial analysis to set key business goals, measure results, and make smart decisions.



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