



Accounting and Financial Fundamentals for NonFinancial Executives

Robert Rachlin, Allen Sweeney

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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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