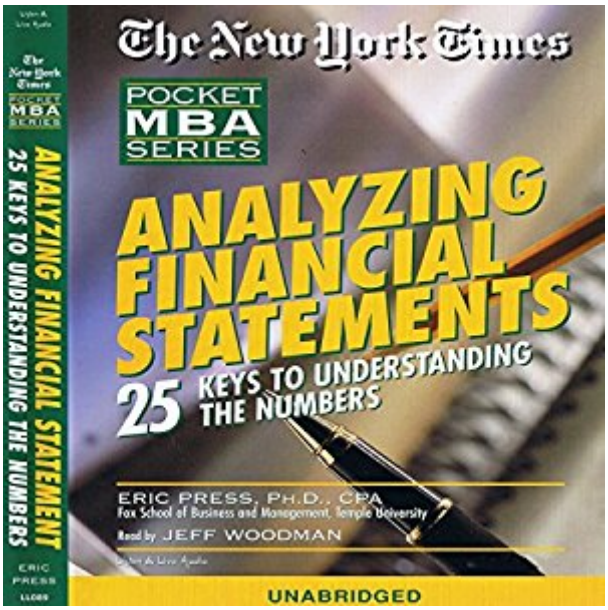
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# The New York Times Pocket MBA: Analyzing Financial Statements: 25 Keys To Understanding Numbers (Unabr.)




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## Synopsis

Learn the 25 keys to unlocking the powerful and useful information buried in corporate financial statements, including understanding balance sheets and income statements, defining accrual accounting, and valuing cost of goods sold, inventory, and cash flow. Part of the New York Times Pocket MBA series.

## Book Information

Audible Audio Edition
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## Customer Reviews

Basic book about reading financial statements. Good place for a quick start, or a nice review if you would like.

This book is extremely comprehensive in its content. The key concepts explored are written in an easy to understand format with detailed, real-life business situations. The author uses accurate accounting practices that both a beginner, and professional can learn from. This is one of the best resources I have purchased and at an incredible bargain.

This is an excellent introduction to analyzing financial statements, at least for those who have never done so before or who have no background in business. It even is of benefit to seasoned financial people who don’t necessarily spend a lot of time reviewing financial statements.It covers quite a bit of information in a relatively small number of pages: taxation, inventories, cash flow, depreciation, capital investments, and even intangibles like Research and Development and market position. It is well organized and presented in plain Englsih, much to its credit.However, keep in mind that this is

more of a starting point. If you plan on spending a lot of time doing indepth analysis of financial statements, I would recommend starting with this book to provide the basics and then moving on to a more technical and detailed volume. You might want to pick an accounting and/or finance course along the way, too.

I bought this guide to financial statements, and I was impressed on how much was covered in such a short book. However, much is vague and misleading to the reader. I would recommend questioning why all the reviewers that rank this book so well are from PA. Those reviews are undoubtably from people representing the authors. You may want to look elsewhere for more thourough input on financial analysis.

'Analyzing Financial Statements' is a reference tool everyone should read before completing financial planning goals. It's a quick, easy read for both the layperson and the business executive. The book provides all the necessary information one needs to understand in order to sufficiently accomplish the overall goal: financial statement analysis.

Does not cover the material in a clear and concise manner, very slow at times. Would look at other options, could not sit through the whole lecture. I am an accountant and even enjoy this type of material.

You can find plenty of textbooks that will march you wearily through 300 pages of accounting marginalia. But if you want a short course on how to approach an annual report, your best bet is this book. The book explains every accounting term that shows up in ordinary annual reports.

Great Book for someone who is not fimiliar with accounting. It is also great for Instructors to assign as reading for their students. It boils down the basic concepts needed for analysing financial statements. Try it out!

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