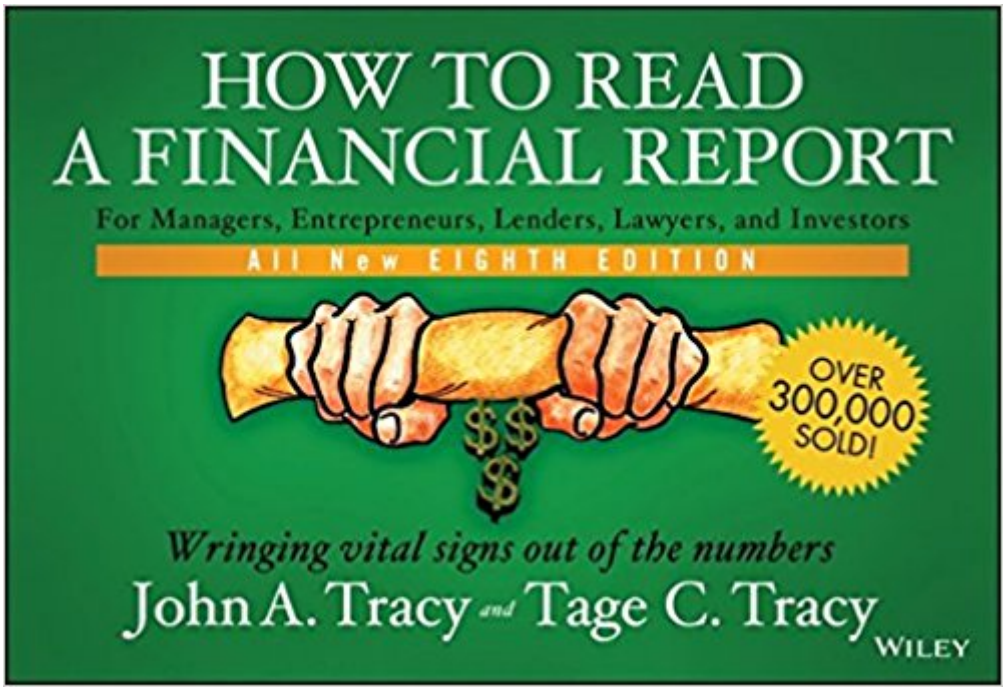
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How To Read A Financial Report: Wringing Vital Signs Out Of The Numbers



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Synopsis

An updated new edition of the comprehensive guide to reading and understanding financial reports Financial reports provide vital information to investors, lenders, and managers. Yet, the financial statements in a financial report seem to be written in a foreign language that only accountants can understand. This new Eighth Edition of How to Read a Financial Report breaks through that language barrier, clears away the fog, and offers a plain-English user's guide to financial reports. This updated edition features new information on the move toward separate financial and accounting reporting standards for private companies, the emergence of websites offering financial information, pending changes in the auditor's report language and what this means to investors, and requirements for XBRL tagging in reporting to the SEC, among other topics. Makes it easy to understand what financial reports really say Updated to include the latest information financial reporting standards and regulatory changes Written by an author team with a combined 50-plus years of experience in financial accounting With this new edition of How to Read a Financial Report, investors will find everything they need to fully understand the profit, cash flow, and financial condition of any business.

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Customer Reviews

Whether you're a manager attempting to get a clear picture of your company's performance, an investor trying to determine if a business is a sound investment, or a lender who needs to measure an organization's creditworthiness, the information contained in a financial report is the most valuable source of information at your disposal. Now only if it was written in a language you could

read! For more than thirty years, the number-one resource professionals have turned to for help in cutting through the haze of

JOHN A. TRACY is a successful financial accounting author. In addition to all eight editions of this book, he is the author of a number of books including the best-selling Accounting For Dummies. TAGE C. TRACY heads a consulting firm specializing in providing executive-level financial and accounting management resources on a project and/or interim basis. He has worked with companies in an array of industries ranging from web-based technology/solutions to manufacturing to retail to professional service organizations and finance. In addition, Tage has co-authored Cash Flow For Dummies and Small Business Financial Management Kit For Dummies with his father.

This is the best primer on the basics of financial statements imaginable. It explains them in a clear and logical way for the benefit of anyone who is not an accountant. Better yet, it shows how they connect with each other and tie together. Over the years I have bought dozens and dozens of copies of its editions for in-house training of non-financial managers in my companies.

I’m a FR newbie and the textbook for my MBA class was just confusing me. I was so lost and felt like I couldn’t catch up because the textbook was in a foreign language. Then I got this book... This book has visuals that helped me connect the dots between IS, CF, and BR in a way that was logical and made sense in my mind! And the language was simple and really helped make sense of what I couldn’t in the textbook. As a brand marketer who was a history/English undergrad, this helped me in my financial reporting MBA class more than I can say!!

It’s a good read. However, I was already acquainted with most of the knowledge being taught.from accounting courses at universities. The most important lessons I learned are: the interconnections between the financial statements,what negative cash-flow means, how companies can massage their numbers and the meaning of a CPA’s opinion. Not bad.

This book covers the relationship between the accounts in the financial report and touch a little bit on some possible manipulations in the accounts. The explanation given were simple and straightforward. However, this book may not be suitable for beginners that just learnt about financial report. It is intended for readers who have been familiar with financial reports and wanted to strengthen their concepts. I would recommend this book together with some other books to get the

full picture of what is going on.

Fantastic book for understanding the three main tools in a financial report. This book explains "Cash Flow Statement", "Income Statement" and "Balance Sheet" in great detail along with how the various numbers tie to gether.

Very good book for any non-finance manager. Well structured, easy for understanding and without a lot of "scientific" non useful statements. In my point of view this book should be recommended for all managers who want to have clear understanding of all basic moments of the business they are involved. Thanks' a lot, the Authors, for the interesting and helpful book!

This explains the concept of income report, balance sheet and cash flow from an accounting point of view. It also discusses their dynamic relations. Just buy this. I love this ebook.

I certainly learnt a lot of new pointers on how to read financials. The book simplified some concepts I struggled with. I found most value in the explanations of how the 3 statements are linked.

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