

《Financial Intelligence for Entrepreneurs: What You Really Need to Know About the Numbers 企业家财商》

书籍信息

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内容简介

Using the groundbreaking formula they introduced in their book *Financial Intelligence: A Manager's Guide to Knowing What the Numbers Really Mean*, Karen Berman and Joe Knight present the essentials of finance specifically for entrepreneurial managers.

Drawing on their work training tens of thousands of people at leading organizations worldwide, the authors provide a deep understanding of the basics of financial management and measurement, along with hands-on activities to practice what you are reading. You'll discover:

Why the assumptions behind financial data matter

What income statements, balance sheets, and cash flow statements really reveal

How to use ratios to assess your venture's financial health

How to calculate return on your investments in your enterprise

Ways to use financial information to do your own job better

How to instill financial intelligence throughout your team

目录

Preface: What This Book Is About

PART ONE THE ART OF FINANCE (AND WHY IT MATTERS)

1. What Is Financial Intelligence?

2. A Primer on the Art of Finance

Part One Toolbox: Financing your business; Building a financial staff

PART TWO THE (MANY) PECULIARITIES OF THE INCOME STATEMENT

3. Profit Is an Estimate

4. Cracking the Code of the Income Statement

5. Revenue: The Issue Is Recognition

6. Costs and Expenses: No Hard-and-Fast Rules

7. The Many Forms of Profit

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