

《How to Read a Financial Report》

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"What distinguishes Tracy's efforts from other manuals is an innovative structure that visually ties together elements of the balance sheet and income statement by tracing where and how a line item in one affects an entry in another."

—Inc. magazine

"An excellent job of showing how to separate the wheat from the chaff without choking in the process."

—Miami Herald

"A wonderful book—organized logically and written clearly. For a Fool to be an effective investor, she has to know her way around a financial statement. This book will help you develop that skill. It's the clearest presentation of many accounting concepts that this Fool has seen."

—Selena Maranjian, *The Motley Fool*

内容简介

Hidden somewhere among all the numbers in a financial report is vitally important information about where a company has been and where it is going. This is especially relevant in light of the current corporate scandals.

The sixth edition of this bestselling book is designed to help anyone who works with financial reports--but has neither the time nor the need for an in-depth knowledge of accounting--cut through the maze of accounting information to find out what those numbers really mean.

Whether you're just beginning to invest in the stock market or have been in the market for many years, there is one skill that can help you make better-informed investment decisions—the ability to read a financial report. With the sixth edition of *How to Read a Financial Report*, you'll quickly learn how to make sense of the numbers that make up a financial report. Fully .

作者简介

JOHN A. TRACY is an award-winning Professor Emeritus of Accounting at the University of Colorado at Boulder. He is also the author of *The Fast Forward MBA in Finance*, Second Edition and *Accounting For Dummies*, Second Edition, both published by Wiley.

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