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No. Finance is not confusing. Finance is not boring. Finance is definitely not something you can ignore. Through simple examples, actionable points and practical insights, Sangeeta Shankaran Sumesh shows entrepreneurs what finance really is - the most valuable secret weapon of your business. From how to arrive at your pricing strategy to managing your cash flow and how you can maximize your profits, the book covers all aspects of finance. Using her two decades of experience in the industry, the author has also peppered the book with real-life stories of successful entrepreneurs - how they overcame their financial woes. What the Finance also gives the reader a glimpse of the challenges these entrepreneurs faced and how, in reflection, they see the value in learning about finance. A must-read for a smart entrepreneur, who sees the significance of understanding the language of finance. This is not a book for your accounts guy. It is carefully written for entrepreneurs to learn business finance in its entirety.

This is your complete course in business finance. From balance sheets and profit statements to cashflow, budgets and forecasts, THE ULTIMATE FINANCE BOOK is a dynamic collection of tools, techniques, and strategies for success. Short, punchy chapters mean you can read up quickly and start applying what you've learned immediately. * Part 1: Your Finance for Non-Financial Managers Masterclass * Part 2: Your Bookkeeping and Accounting Masterclass * Part 3: Your Understanding and Interpreting Accounts Masterclass * Part 4: Your Successful Budgeting and Forecasting Masterclass Discover the main themes, key ideas and tools you need, and bring it all together with practical exercises. ABOUT THE SERIES ULTIMATE books are for managers, leaders, and business executives who want to succeed at work. From marketing and sales to management and finance, each title gives comprehensive coverage of the essential business skills you need to get ahead in your career. Written in straightforward English, each book is designed to help you quickly master the subject, with fun quizzes embedded so that you can check how you're doing.

The modern marketplace is increasingly unpredictable and there is an ever-greater need for non-financial managers to understand the financial and management accounting process. How to Understand Business Finance is part of the bestselling Creating Success series published in association with the Sunday Times, which has been translated into 25 languages with over 500, 000 copies sold. This book is written for those managing a business in a real market. It provides a quick and effective course in financial literacy, aimed at the pursuit of business growth, in the context of the journey of a business from initial set-up through its first year of trading. As well as learning how to understand balance sheets and profit and loss accounts, readers will also learn the principles of: market dynamics; budgeting and forecasting; fixed and variable costs; break-even analysis; the difference between profit and cash; financial ratios for measuring business performance; investment appraisal; stock market ratios; shareholder value; financial measures for improving business performance, and much more. How to Understand Business Finance demystifies financial helps you to understand double entry bookkeeping, supply chain management, the difference in American and British accounting terminology, financial ratios for measuring business performance, common acronyms, and the real cash flow implications of working capital.

The purpose of this book is to help readers understand the basics of understanding financial statements. Material covered includes a step-by-step instruction on how to read and understand the balance sheet, the income statement, and the cash flow statement. It also covers information about how these three statements are interconnected with one another.

This engaging and practical guide selects topical Financial Times articles with recurrent themes and provides engaging analysis, unravelling the key points and explaining the financial and economic data. This book will enable you to engage with corporate finance in any context; be it at work, on the television, in radio reports or on the internet. Structured around 11 key topics in finance, ranging from classical exposition of financial markets and institutions through to current issues surrounding private equity, risk management and hedge funds, each chapter sets the scene and analyses the chosen articles. Particular attention is paid to detailed explanation of key terminology (crucial for when you need to file that urgent report at work or look into reviewing your mortgage). Reading and Understanding the Financial Timesleaves you to ponder your findings and research further with self review questions andsuggested data and web-based activities on the book's website so that next time you read the Financial Times you will be able to do your own analysis.

This book demystifies the developments and defines the buzzwords in the wide open space of digitalization and finance, exploring the space of FinTech through the lens of the financial services professional and what they need to know to stay ahead. With chapters focusing on the customer interface, payments, smart contracts, workforce automation, robotics, crypto currencies and beyond, this book aims to be the go-to guide for professionals in financial services and banking on how to better understand the digitalization of their industry.? The book provides an outlook of the impact digitalization will have in the daily work of a CFO/CRO and a structural influence to the financial management (including risk management) department of a bank.

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