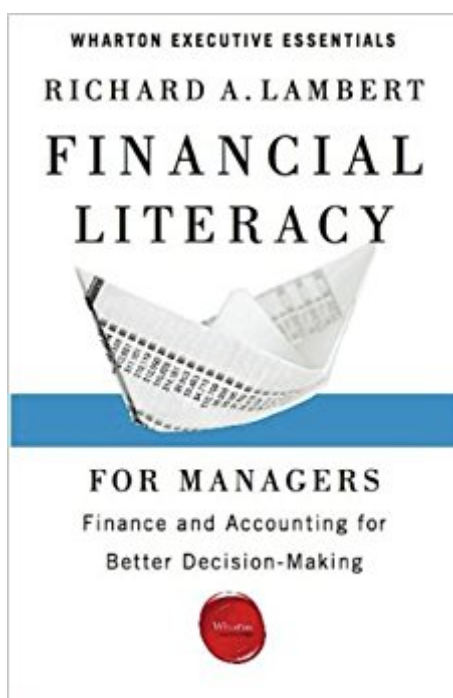


The book was found

Financial Literacy For Managers: Finance And Accounting For Better Decision-Making (Wharton Executive Essentials)



Synopsis

The language of business. In order to understand how your business is performing right now and to evaluate, assess, and devise new strategies to boost future performance, you need information. Financial statements are a critical source of the information you need. In direct and simple terms, Richard A. Lambert, Miller-Sherrerd Professor of Accounting at the Wharton School of the University of Pennsylvania, demystifies financial statements and concepts and shows you how you can apply this information to make better business decisions for long-term profit. You will learn to use and interpret financial data; find out what we can learn from Pepsi, Krispy Kreme, General Motors, and other companies; learn how to evaluate investment strategies; and apply your financial know-how to develop a coherent business strategy.

Book Information

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Customer Reviews

Richard A. Lambert is Miller-Sherrerd Professor of Accounting at the Wharton School of the University of Pennsylvania, where he teaches finance and accounting in the MBA and Executive Education programs, as well as seminars in the doctoral program. The recipient of several teaching awards, his articles have appeared in The Accounting Review, Journal of Accounting Research, Journal of Accounting and Economics, Rand Journal of Economics, and Strategic Management Journal.

Excellent primer for non-financial managers looking to get a handle on understanding financial

information, which information is relevant in what arenas, and how to best leverage the information to make informed business decisions. The book does a good job of explaining the difference between various financial statements, how they relate to one another, and why it matters. If you're a new manager who suddenly confronted with budgeting decisions or responsible for running a P&L, this book is a great place to start your education.

Excellent overview of the basics. Well written, free of jargon. A great primer for any manager not trained or schooled in accounting.

This is very enjoyable reading. I don't know how the author made finance easy to digest but he did. A balance sheet now makes sense to me.

Great book. Clear and concise. A quick read, covering the essentials.

I think it provided a good overview but not enough detail for my class or for making clear cut decisions as a manager. Not a bad read but just okay.

The author does a great job of explaining many financial terms and methods. Very easy to understand for all audiences.

Arrived on time and in good condition.

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