



Managing By The Numbers: A Commonsense Guide To Understanding And Using Your Company s Financials (Paperback)

By Chuck Kremer, John Case, Ron Rizzuto

INGRAM PUBLISHER SERVICES US, United States, 2000. Paperback. Condition: New. Language: English . Brand New Book. Everyone interested in building a stronger business needs to understand and use the information captured in financial statements. In Managing by the Numbers , business education and accounting experts Chuck Kremer and Ron Rizzuto team up with open-book management authority John Case to demystify the numbers. They present a practical, common-sense approach to reading financial statements and to managing the three bottom lines of business financial performance: net profit, operating cash flow, and return on assets. The book features numerous exercises and examples (with associated templates available on the Web), a powerful new management tool known as The Financial Scoreboard, and an extensive glossary. Managing by the Numbers is an essential resource for entrepreneurs, business owners, managers, and anyone eager to improve their mastery of the financial side of running a business.



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