

Financial Analysis & Decision Making

Tools and Techniques to Solve Financial Problems
and Make Effective Business Decisions

David E. Vance

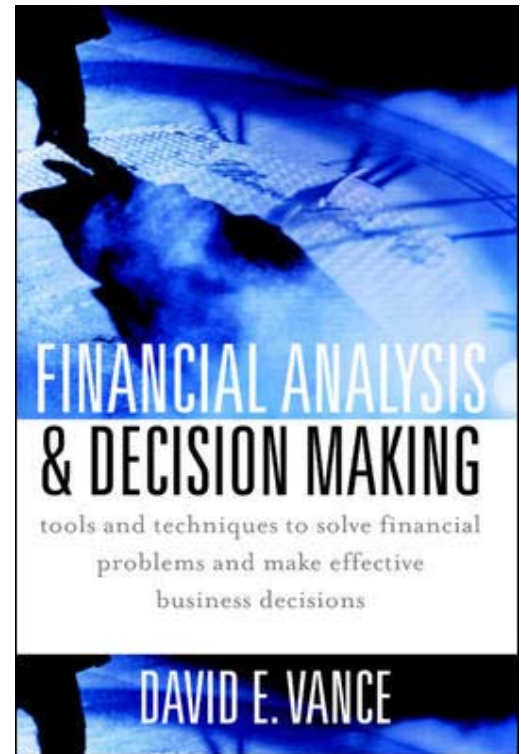
Locked inside the language of financial analysis are the keys to understanding your toughest business problems. *Financial Analysis and Decision Making* translates that language, showing you how to use the financial elements of your business to solve common problems, improve all-important cash flow, and dramatically enhance your company's competitive positioning and profitability.

Whether you are a veteran of finance or a nonfinancial manager charged with improving your firm's financial performance, this all-encompassing book will explain the meaning and value of today's most important financial tools including:

- **Income statements, balance sheets, and statements of cash flows—the foundations of financial analysis**
- **How to use ratios and other performance measures to detect problems and isolate their root causes**
- **Methods for evaluating proposed capital projects, and the strengths and weaknesses of each**

More than just presenting these tools and techniques, *Financial Analysis and Decision Making* plainly states the rationales behind each and explains how to integrate them into everyday decision-making. You learn about the factors that drive interest rates and, subsequently, the yields required to induce outside investments. Budgets are transformed from necessary nuisances into essential devices for managing operations on an ongoing basis. Explanations of standard deviation show you how to use this all-important measure to forecast outcomes and set strategic goals.

Cash is oxygen to your company, and proper financial analysis ensures that your supply of oxygen will never be cut off. Learn what the numbers *really* -mean, and how you can use them to improve your skills for both gathering pertinent information and solving a myriad of business problems, with the comprehensive and comprehensible *Financial Analysis and Decision Making*.



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**How can you use your
company's assets more
productively?**

**Are you at risk of running out
of cash?**

**Are you giving your
shareholders the best value
for their investments?**

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ABOUT THE AUTHOR

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