



# How to Understand Business Finance (Creating Success)

*Robert Cinnamon*

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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 not written by an accountant and actually relates to running a business in a real market. It provides a quick and effective course from the perspective of the pursuit of business growth, and describes a business proceeding from initial set-up through its first year of trading. As well as learning how to understand the balance sheet and profit and loss account, readers will also grasp 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.



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