



How to Read a Balance Sheet: The Bottom Line on What You Need to Know about Cash Flow, Assets, Debt, Equity, Profit...and How It all Comes Together

Rick Makoujy

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Put the most valuable business tool to work for you!

The balance sheet is the key to everything--from efficient business operation to accurate assessment of a company's worth. It's a critical business resource--but do you know how to read it? *How to Read a Balance Sheet* breaks down the subject into easy-to-understand components.

If you're a business owner or manager, this book helps you . . .

- Manage working capital
- Generate higher returns on assets
- Maximize your inventory dollars
- Evaluate investment opportunities

If you're an investor, this book helps you . . .

- Determine the market value of a company's assets and operations
- Predict future earnings and trends
- Assess the impact of capital expenditures
- Identify potential "red flags" before the crowd

How to Read a Balance Sheet gives you the bottom line of what you need to know about: **Cash Flow * Assets * Debt * Equity * Profit** and how it all comes together.

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Mohammed Strohl:

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