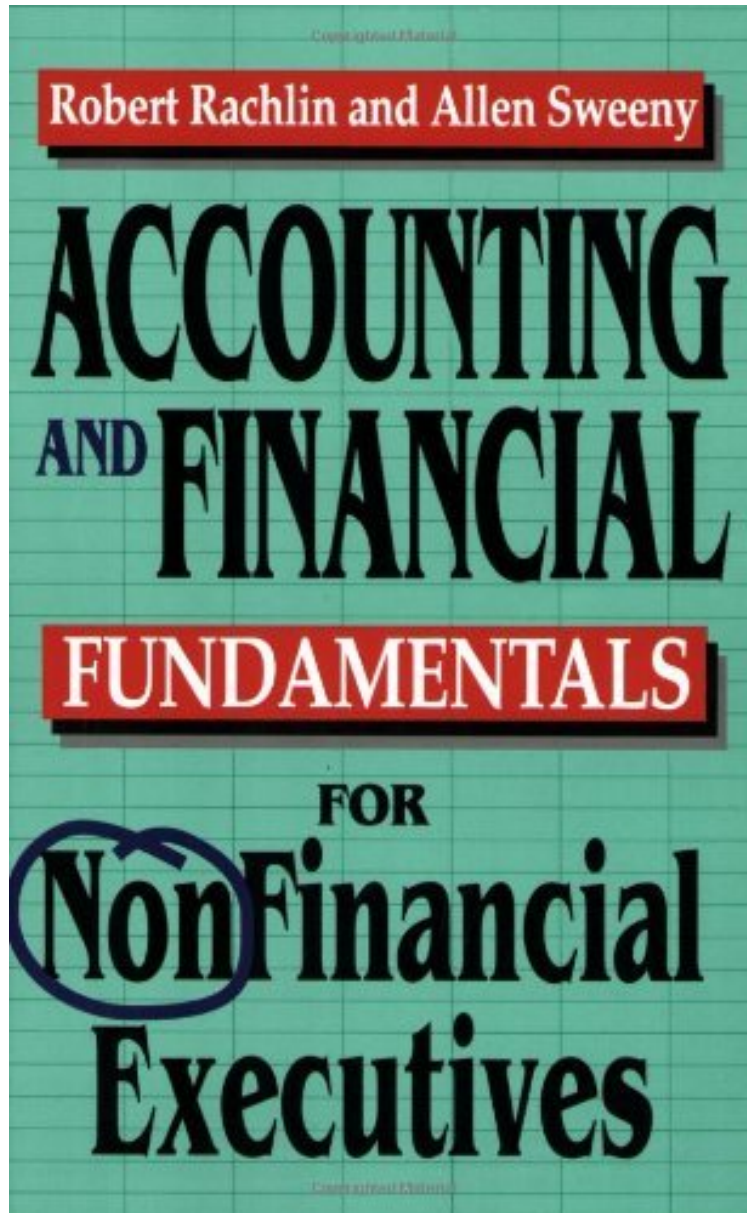


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Accounting and Financial Fundamentals for NonFinancial Executives

Robert Rachlin, Allen Sweeney
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For any non-financial professional who needs a quick, practical, comprehensive lesson in accounting and financial analysis this book is a perfect companion. -- Succeed Magazine Spring 1997It's easy to read, thorough yet succinct, and focused on actually applying financial data in the day to day operations of a company. This straightforward guide abounds in practical examples and nearly 60 exhibits, plus dozens of step-by-step calculations that provide an immediate grasp of the information. -- Savannah Business Journal April 1996This book covers what you'd expect it to-- income statements, balance sheets, inventory valuation, cash-flow analysis and so forth. But this book offers much more, an understanding of what the numbers mean and the role they should play in your decisions. You get a little philosophy along with the fundamentals. Further the authors do a great job showing how to use such knowledge to make the decisions those in mid-to senior level positions are expected to make which products to pursue, whether to buy a new machine, what lines to drop, and so on. -- Sound View Executive Book Summaries, February 1996From the Back CoverBalance sheets and income statements. Accruals. Inventory valuation. ROI. Cash flows. Cost control. Investment analysis. Basic accounting principles and tools such as these are essential for measuring and maintaining the financial health of every organization. Yet plenty of executives and businesspeople are befuddled and intimidated by the crucial art of "number crunching". If this describes YOU, take heart. Accounting and Financial Fundamentals for NonFinancial Executives supplies a quick and painless way to rectify the problem. Prepared by two financial experts who possess a special talent for demystifying the accounting process and the financial fundamentals, this nuts-and-bolts primer is easy to read, thorough yet succinct, and focused on showing you how to actually apply financial data in the day-to-day operation of a company. You'll learn how to pinpoint products or sales regions that are most profitable; anticipate the rate of return from a capital investment; make internal management reports more useful; determine what kind of standard costing system will work best; read financial statements and analyze new opportunities; and prepare a statement of cash flows.About the Author "ROBERT RACHLIN (Plainview, NY) is president of Robert Rachlin Associates and serves as Assistant Dean for Business Studies at Hofstra University. He wrote The Handbook of Business Budgeting, along with many other books. ALLEN SWEENEY (Miami, FL) is a former senior vice president and CFO of Del Monte Foods."