



The Essentials of Financial Analysis

Samuel Weaver

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The Essentials of Financial Analysis delivers practical, in-depth coverage on the key components of financial reporting, budgeting, and analysis to help you better relate to the numbers behind the business issues you face every day. By the time you turn the final page of this book, you will be able to command confident discussions on performance, investment, and other financial situations with members of your finance team and senior management.

This hands-on book helps you make better business decisions by showing you how to structure financial analysis, as well as:

- Contribute to an organization's success and guide others companywide to make better financial decisions
- Reduce cost of capital and hurdle rates by selecting the financial markets, intermediaries, and instruments that work best for your company's financing needs
- Increase shareholder value by pursuing growth through capital investment, new products, mergers and acquisitions, joint ventures, and other strategies

Your career success and the prosperity of your company depends on your ability to understand and act upon basic financial principles. With *The Essentials of Financial Analysis*, you can go inside the numbers and get a clear picture of where your company has been, where it is going, and how you can help it get there.

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