



The Definitive Guide to Business Finance: What smart managers do with the numbers (2nd Edition)

Richard Stutely

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Many managers are extremely good at managing people but are bad at managing money, and harbour a secret fear of finance. But numbers matter and managers need to be confident with the basics of business finance – otherwise they simply can't do their job effectively.

The Definitive Guide to Business Finance (previously titled *The Definitive Guide to Managing Numbers*) has been relaunched, revised and renamed. It includes a new introduction and has been updated throughout to keep in with the changing markets. It takes you step-by-step through every essential aspect of business finance you need to know. Assuming no specialised prior knowledge, it reveals shortcuts and tricks that will help make you a financial wizard whether it's P&L, your budget, forecasts, cash flow, financial decisions, pricing policies or funding and financing.

In no time at all, you will not only be able to produce an outstanding set of figures, you will also have a much clearer understanding of what they mean and how to use them to be a more effective manager. You won't fear finance ever again.

This is the only book on basic finance you'll need. Richard Stutely achieves what you might think is impossible: making finance fun with an amusing, wry and always common sense approach that will make you wonder what you ever worried about.

The Definitive Business Series will ensure you get up to speed fast with all the business essentials you need to be a success. With their guided step-by-step approach the latest practical business techniques and concepts and their easy-to-read style, *The Definitive Business Series* cover every aspect of the topic from the business basics to the essential skills needed to progress in your career.

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