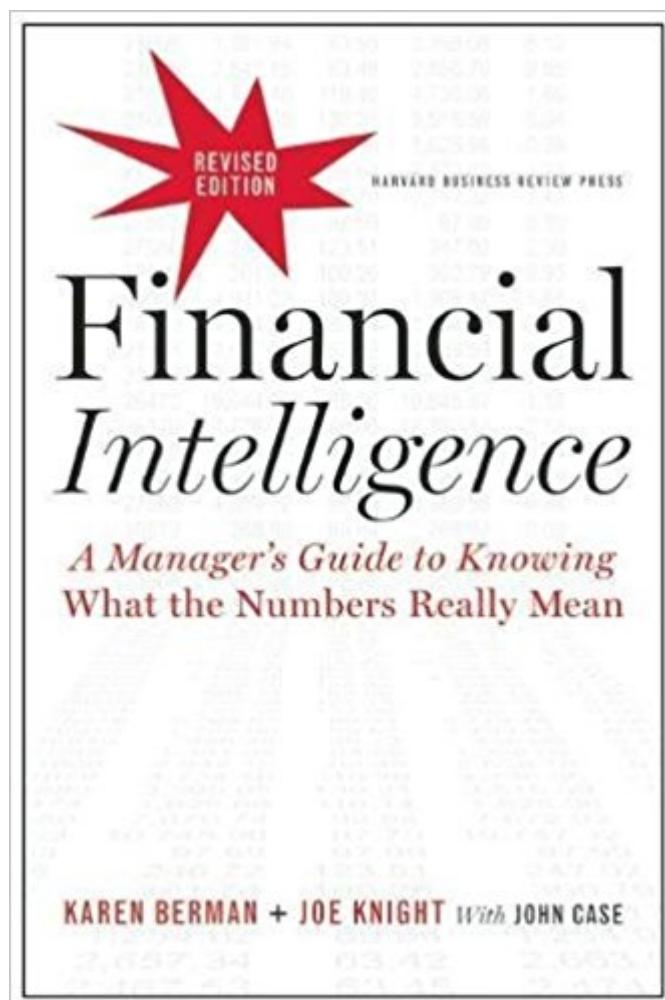


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# Financial Intelligence, Revised Edition: A Manager's Guide To Knowing What The Numbers Really Mean



## Synopsis

Inc. magazine calls it one of "the best, clearest guides to the numbers" on the market. Readers agree, saying it's exactly "what I need to know" and calling it a "must-read" for decision makers without expertise in finance. Since its release in 2006, Financial Intelligence has become a favorite among managers who need a guided tour through the numbers; helping them to understand not only what the numbers really mean, but also why they matter. This new, completely updated edition brings the numbers up to date and continues to teach the basics of finance to managers who need to use financial data to drive their business. It also addresses issues that have become even more important in recent years; including questions around the financial crisis and those around broader financial and accounting literacy. Accessible, jargon-free, and filled with entertaining stories of real companies, Financial Intelligence gives nonfinancial managers the confidence to understand the nuance beyond the numbers; to help bring everyday work to a new level.

## Book Information

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## Customer Reviews

"Nonfinancial managers will appreciate this nontechnical, in-depth guided tour through financial statements and financial concepts and analysis." &#151; Choice Magazine

Karen Berman and Joseph Knight are the founders of the Los Angeles-based Business Literacy Institute. They train managers at organizations such as American Express, P&G, Pacific Life, GM and Tyco International. They have been interviewed in a wide range of print media including

BusinessWeek, USA Today and the Los Angeles Times.

We used this book in a financial class for journalists. This turned out to be the perfect text for that. What I appreciated were the stories about businesses that faced various financial scenarios. This helped us storytellers conceptualize the financial aspects. The goal of the class was to be able to understand how to read a balance sheet. By the end of the class, partly due to reading this book, we were able to look at a balance sheet then tell a business's story.

I am using this as a textbook for communication majors at my university. It is straightforward and students like that. It is also reasonably priced.

Should be a must read for everyone working for small to large companies. Gives you a much better perspective on how finance for companies work and what matters when deciding to work for someone, work on something that will impact the balance sheet or even making an investment in a company. A very very good finance book.

Terrific book for the non finance related manager. Gives you a good, basic understanding of the numbers to review when operating or owning a business.

Since I passed the class, I'm going to go ahead and say that it did its job.

I purchased this book to help me explain F&A fundamentals to non-finance/accounting staff in our sales and operations departments. I loved the book so much that I'm going to recommend we purchase this book for several of our employees. I'm also going to purchase a copy for my college-age son who is studying engineering & computer science. The sooner he learns about F&A the better.

I am a young MBA student with a Finance undergrad and currently work in Financial Accounting. I thought this book to be very enjoyable to read. The author had good tone and diction, and he presented the need-to-know concepts in an easy to read format. I would suggest every non-financial manager pick this book up to sharpen their financial skills and to gain a greater understanding of how their decisions affect the business as a whole. This book details need to know information pertaining to: The 3 financial statements, ratios, and capital decisions. I only gave it 4 stars because

none of this information was new to me. This would be a very useful book for a non-financial manager.

Good book, was suggested by a friend and would recommend it to others

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