

FINANCE FOR THE NONFINANCIAL MANAGER BY HERBERT T. SPIRO

Finance for the Nonfinancial Manager

FOURTH EDITION

Herbert T. Spiro

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You have an intense deep-seated interest in something, be it sporting goods or public relations or ice cream or rock music. You grit your teeth, amass the requisite funding, purchase a computer and other necessary equipment, and start a business that will allow you to sell your passion to others. You know everything there is to know about your chosen product or service. But you know nothing about budgeting, strategic planning, tax rules, cost-benefit analysis, payroll, and the other financial fine point of business. You need Herbert Spiro's *Finance for the Non-Financial Manager*, now available in a completely revised fourth edition.

From the Back Cover

Finance for the Nonfinancial Manager, Fourth Edition.

If you're a manager, odds are you're playing a larger and more important role in the financial matters of your company. As today's marketplace becomes increasingly competitive, it's essential that all managers have a basic understanding of the tools, objectives, and functions of finance if they are to stay ahead of the competition. Covering the gamut of the "numbers" end of management, *Finance for the Nonfinancial Manager* helps you develop a sound basis for carrying out strategic financial planning and decision-making responsibilities.

This comprehensive reference has served as an indispensable guide for executives, managers, and small business owners for almost two decades. Now in its fourth edition, this classic has been updated to reflect the latest federal tax and regulatory legislation, and it is filled with new charts, tables, and examples suitable for the needs of today's manager. From basic economic concepts to accounting conventions, the broad range of topics examined in *Finance for the Nonfinancial Manager* include: cash flow management, banking relationships, security markets, credit policies, and capital acquisition. You'll also find practical guidelines for such important skills as how to:

- Interpret balance sheets.
- Design budgets and P & Ls.
- Apply break-even analyses.
- Decipher financial statements. Now more than ever, being a manager in the competitive marketplace

requires a solid understanding of key aspects of finance. This revised and expanded edition of Finance for the Nonfinancial Manager shows you how to get a handle on the basic concepts and principles you need to run and maintain a successful business.

About the Author

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