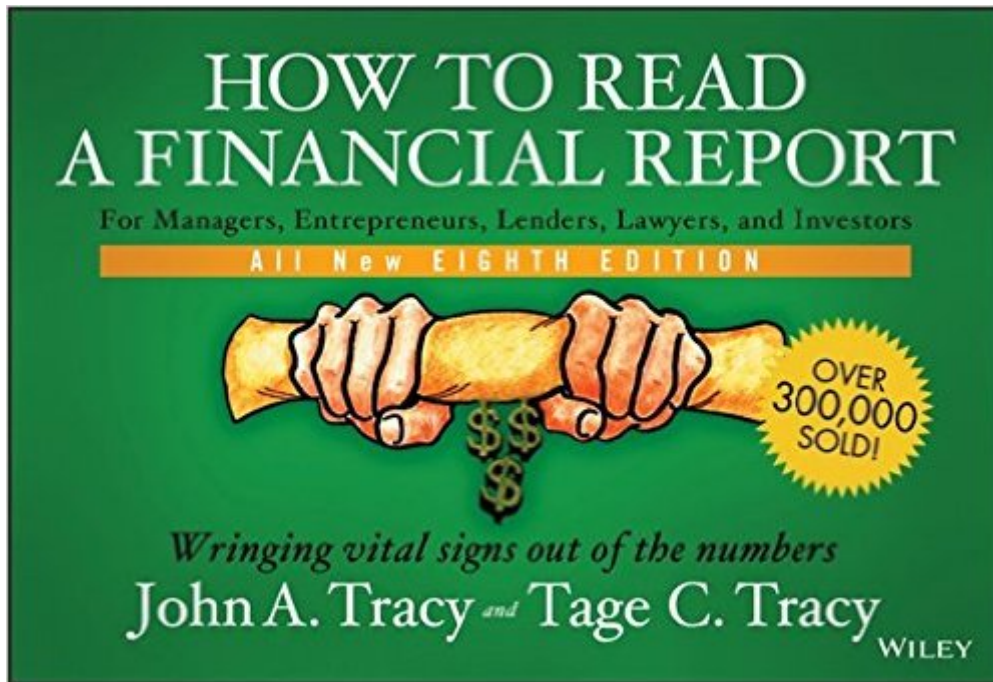


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# How To Read A Financial Report: Wringing Vital Signs Out Of The Numbers



## Synopsis

An updated new edition of the comprehensive guide to reading and understanding financial reports. Financial reports provide vital information to investors, lenders, and managers. Yet, the financial statements in a financial report seem to be written in a foreign language that only accountants can understand. This new Eighth Edition of *How to Read a Financial Report* breaks through that language barrier, clears away the fog, and offers a plain-English user's guide to financial reports. This updated edition features new information on the move toward separate financial and accounting reporting standards for private companies, the emergence of websites offering financial information, pending changes in the auditor's report language and what this means to investors, and requirements for XBRL tagging in reporting to the SEC, among other topics. Makes it easy to understand what financial reports really say. Updated to include the latest information financial reporting standards and regulatory changes. Written by an author team with a combined 50-plus years of experience in financial accounting. With this new edition of *How to Read a Financial Report*, investors will find everything they need to fully understand the profit, cash flow, and financial condition of any business.

## Book Information

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## Customer Reviews

Rarely do books actually do what they purport. "How to Read a Financial Report," however, does exactly what it claims. This is an amazing book that clearly explains and diagrams the connections among the various financial reports. Most accounting books are vague and oftentimes confusing. This book is just the opposite - clear, straightforward, uncomplicated, and unambiguous. Its

explanations are methodical and detailed. If you are unclear about how financial statements are intertwined or simply have some unanswered questions then you need this book.

I read this book upon recommendation from Rabbi Lapin. I was glad that I followed his recommendation. This book has a nice short-to-the-point format that allowed me to get a basic understanding of financial statements without getting bogged down in jargon and extensive detail. I was even able to email John Tracy to request a copy of the Excel spreadsheets that are featured in the book. John quickly responded to my email and provided the Excel spreadsheets. I highly recommend this book to those who want a basic understanding of financial statements.

This is the best primer on the basics of financial statements imaginable. It explains them in a clear and logical way for the benefit of anyone who is not an accountant. Better yet, it shows how they connect with each other and tie together. Over the years I have bought dozens and dozens of copies of its editions for in-house training of non-financial managers in my companies.

This book covers the relationship between the accounts in the financial report and touch a little bit on some possible manipulations in the accounts. The explanation given were simple and straightforward. However, this book may not be suitable for beginners that just learnt about financial report. It is intended for readers who have been familiar with financial reports and wanted to strengthen their concepts. I would recommend this book together with some other books to get the full picture of what is going on.

Fantastic book for understanding the three main tools in a financial report. This book explains "Cash Flow Statement", "Income Statement" and "Balance Sheet" in great detail along with how the various numbers tie to gether.

It's a good read. However, I was already acquainted with most of the knowledge being taught from accounting courses at universities. The most important lessons I learned are: the interconnections between the financial statements, what negative cash-flow means, how companies can massage their numbers and the meaning of a CPA's opinion. Not bad.

Very good book for any non-finance manager. Well structured, easy for understanding and without a lot of "scientific" non useful statements. In my point of view this book should be recommended for all

managers who want to have clear understanding of all basic moments of the business they are involved. Thanks' a lot, the Authors, for the interesting and helpful book!

Easy to understand, clear and to the point. Maybe is not for dummies , if you know nothing about financial statements you should get a intro somewhere else ... if you have some understanding this is the book to get a solid base .

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