



How to Read a Balance Sheet: The Bottom Line on What You Need to Know about Cash Flow, Assets, Debt, Equity, Profit...and How It all Comes Together (Business Skills and Development)

By Rick Makoujy

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The balance sheet is the key to everything--from efficient business operation to accurate assessment of a company's worth. It's a critical business resource--but do you know how to read it? *How to Read a Balance Sheet* breaks down the subject into easy-to-understand components.

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- Generate higher returns on assets
- Maximize your inventory dollars
- Evaluate investment opportunities

If you're an investor, this book helps you . . .

- Determine the market value of a company's assets and operations
- Predict future earnings and trends
- Assess the impact of capital expenditures
- Identify potential "red flags" before the crowd

How to Read a Balance Sheet gives you the bottom line of what you need to know about:

Cash Flow * Assets * Debt * Equity * Profit and how it all comes together.

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Editorial Review

About the Author

Rick J. Makoujy, Jr., is the author of *Accounting in an Hour*, a 60-minute interactive DVD and e-learning course that promotes financial literacy to nonfinancial employees. He lives in Woolwich Township, NJ.

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