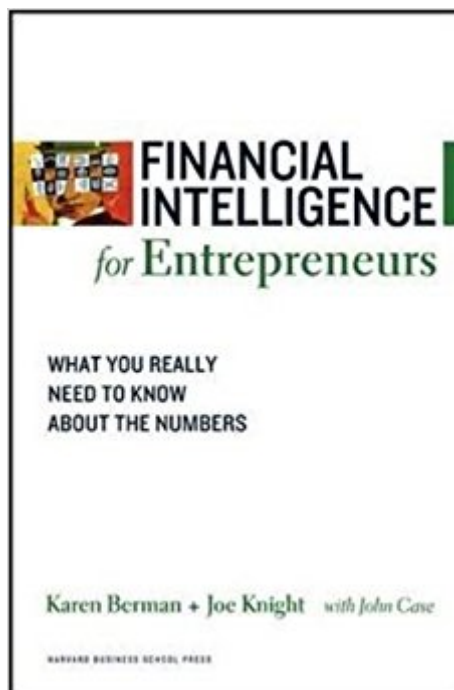




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# Financial Intelligence For Entrepreneurs: What You Really Need To Know About The Numbers



## Synopsis

Using the groundbreaking formula they introduced in their book *Financial Intelligence: A Manager's Guide to Knowing What the Numbers Really Mean*, Karen Berman and Joe Knight present the essentials of finance specifically for entrepreneurial managers. Drawing on their work training tens of thousands of people at leading organizations worldwide, the authors provide a deep understanding of the basics of financial management and measurement, along with hands-on activities to practice what you are reading. You'll discover: Why the assumptions behind financial data matter- What income statements, balance sheets, and cash flow statements really reveal- How to use ratios to assess your venture's financial health- How to calculate return on your investments in your enterprise- Ways to use financial information to do your own job better- How to instill financial intelligence throughout your team. Authoritative and accessible, *Financial Intelligence for Entrepreneurs* empowers you to "talk numbers" confidently with colleagues, partners, and employees-- and fully understand how to use financial data to make better decisions for your business.

## Book Information

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## Customer Reviews

"the best, clearest guides to the numbers that I know of." • Inc. Magazine

Karen Berman and Joe Knight founded the Business Literacy Institute. They train managers at some of America's biggest and best-known companies. John Case has written or collaborated on several successful books. He has also written for Inc., Harvard Business Review, and other

business publications.

A budding entrepreneur needs some knowledge of business finance and operations. This text constitutes a short course on Finance and Accounting Principles. "Financial Intelligence for Entrepreneurs" provides an insightful overview into the meanings of financial numbers while not really delving into the depths of accounting required for a complete analysis. It is useful - especially from a strategic perspective, and it is easy to assimilate. I was able to get through about 80% of the text in a weekend. The last one-third of the text consists of a "Toolbox" of spreadsheet examples and methods to apply in analyzing your own company - or potential investments. I underlined and highlighted extensively and expect to re-read parts until the ideas are mastered.

Bought it for a class and it was helpful! Will do a thorough read later!

Concise & clarifying introduction /on the subject. Notwithstanding & given that accounting principles are not overly logical for science trained readers, I would have welcomed a bit more explaining on the reasons why accounting has a tendency to use such seemingly complicated methods to simple numerical exercises.

Very very nice explained! Better than a lot of university courses! This book is mainly aimed to non financial people, however people who have financial background can learn too. Normally financial books are boring, this one is short and you will definitely learn. It focuses on the main ratios you need to know, and will tell you what the numbers mean.

I am not an entrepreneur, but I work for a very small start-up with increasing business responsibilities from marketing to finance, which is out of my area of expertise (life science). This book is really great in helping an individual develop a solid foundation for understanding and applying the financial knowledge within this book. The author's writing style is engaging and the exercises at the end of the book were useful. Overall, pleased with the book!

Excellent! Complete, useful and a very easy read. Well chosen examples, didactic and -- believe it or not -- enjoyable.

As a business person starting up, I used this book to round out the expertise that I already have in

consumer retail/marketing. This book is by the far the best source I've found for breaking down accounting tools in easy-to-understand, but intelligent language and examples. I would highly recommend this for anyone who needs a refresher from college and doesn't want to spend a ton of time in the process.

A great guide to the financial know-how everyone needs to assess the health and potential of their company and improve their company's performance. Includes exercises to become comfortable working with company's financial information including income statements, balance sheets and cash flows. I highly recommend this book!

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