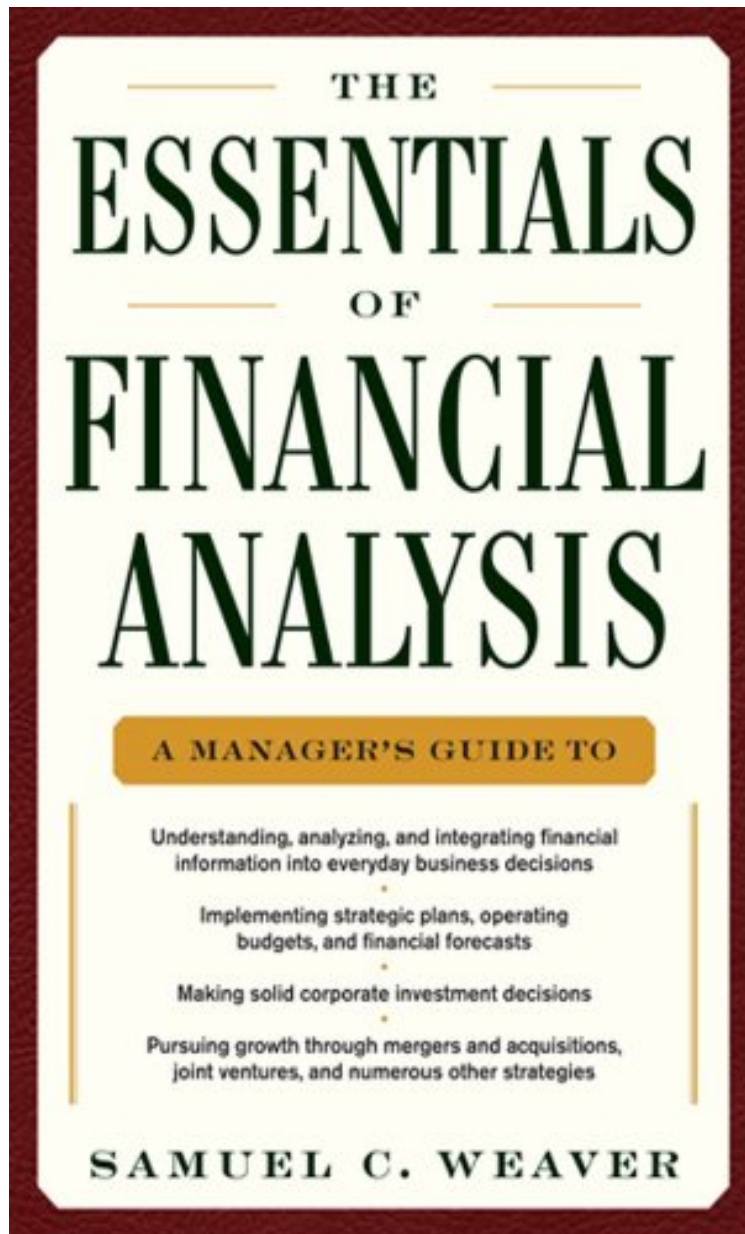


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The Essentials of Financial Analysis (General Finance Investing)

Samuel C. Weaver

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- Contribute to an organization's success and guide others companywide to make better financial decisions
- Reduce cost of capital and hurdle rates by selecting the financial markets, intermediaries, and instruments that work best for your company's financing needs
- Increase shareholder value by pursuing growth through capital investment, new products, mergers and acquisitions, joint ventures, and other strategies

Your career success and the prosperity of your company depends on your ability to understand and act upon basic financial principles. With The Essentials of Financial Analysis, you can go inside the numbers and get a clear picture of where your company has been, where it is going, and how you can help it get there.

From the Back CoverThe Essentials of Financial Analysis is a practical, in-depth survey of the key elements of financial reporting, budgeting, and analysis to help business managers with little or no background in finance relate to the numbers they deal with every day, boost their performance, and better lead their staff. The Essentials of Financial Analysis explains how to:

- Use a balance sheet, income statement, and cash flow statement to spotlight a company's weaker areas and improve its financial efficiencies
- Implement strategic plans, operational budgets, and financial forecasts as competitive tools for direction setting, communication, and compensation
- Make capital-investment decisions that contribute to a company's success

The Essentials of Financial Analysis has all the critical information you need to ensure your decisions are grounded in sound financial judgment. Whether you're presenting financial results, executing performance comparisons, allocating resources, or budgeting expenses, it helps you transform your know-how into real results.

About the AuthorSamuel C. Weaver, Ph.D., CMA, CFM, is a finance professor at Lehigh University and the former Director of Financial Planning and Analysis at the Hershey Company. He combines over 20 years of practical experience along with solid financial theory to bring you this work. Weaver provides financial consulting and executive training to a variety of corporations and professional organizations.