



Ratio Analysis Fundamentals: How 17 Financial Ratios Can Allow You to Analyse Any Business on the Planet

Mr Axel Tracy

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Make Better Business and Investment Decisions *Business Managers, Entrepreneurs & Investors will learn to use Financial Statements for:*

- Profitability comparison, to help improve performance of businesses and investments
- Liquidity testing, to assess how comfortably a business can maintain operations
- Leverage measurement, which can be used to check risk
- Efficiency benchmarking, to improve internal operations
- Market-based analysis, to decide between alternative investments

“Ratio Analysis Fundamentals” will give the financial statement novice power to add value to business and investments. The book covers 17 Financial Ratios that can be used for the financial analysis of a business. Each financial ratio section provides:

- The formula
- A worked example
- Guidance on where to locate the data in the financial statements
- Guidance on how to interpret the result of the ratio analysis calculation

Accounting information is too often seen as a necessary compliance issue, or simply ‘record-keeping’, but with tools like ratio analysis you can look behind the raw numbers and see the ‘story’ of the business; and this is when accounting information turns from ‘record-keeping’ into an indispensable value creator. **What's New in the 2nd Edition:**

- Revised and improved content in many sections as a result of the author's further research.
- Updated formatting to assist reading experience.
- Removal of spelling and grammatical errors to reduce confusion and improve professionalism.

If You Want to get more use of financial statements for your business and investments then this is the Book to Buy

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