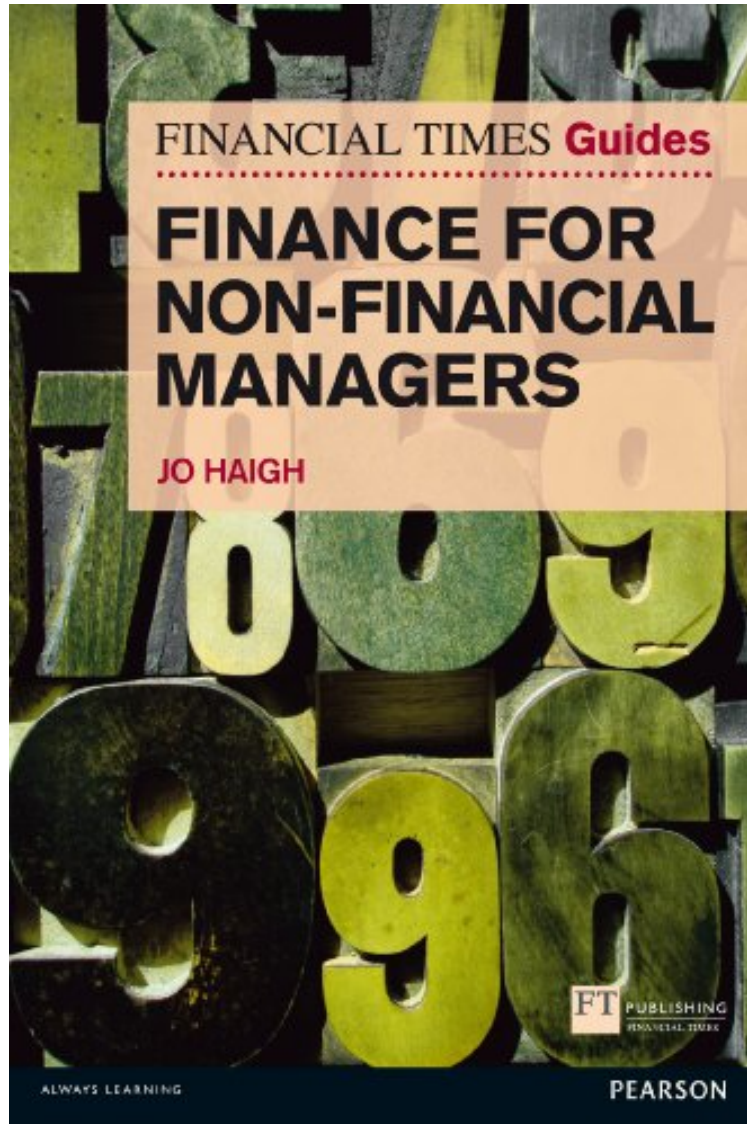


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## FT Guide to Finance for Non-Financial Managers (The FT Guides)

Jo Haigh

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**Jo Haigh : FT Guide to Finance for Non-Financial Managers (The FT Guides)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised FT Guide to Finance for Non-Financial Managers (The FT Guides):

1 of 1 people found the following review helpful. Poorly put together and apparently unedited By Andrew Holzman This book is unfortunately very poorly written. Key terms go undefined; sentences are rambling, often unclear, and seem to have gone without an editor. The book's pedagogy is scattered, introducing very high-grain detail in some places (unhelpful places) and yet taking significant time to explain things as simple as what equity is. This is

consistent with the lack of planning and thought evident throughout the book. I bought this trusting the FT name but now wonder whether they are just farming out the brand to Pearson. 0 of 0 people found the following review helpful. Comprehensive and applicable guide to non-financial managers! Worth a read. By Brad Revell I completed my MBA a few years ago and thought I would read this book to sharpen the saw again on various financial topics. The book I was looking for would ensure all acronyms and finance buzz words were clearly defined as well as how they would be used out in the real world. This book really is the essential guide to finance for non-financial managers. Although it has been written with a UK lens it does provide a nice overview of the finance world, the background, why certain data is used, what are some of the decisions, who uses the information and why along with various other topics that would be key for a non-financial manager. One could certainly go deeper into various topics and look at various financial statements to learn more.

Gives you the confidence to ask the right business questions, make the correct finance decisions and competently speak the language of commerce to your colleagues, managers, customers and stakeholders. The Financial Times Guide to Finance for Non-Financial Managers will show you how to transform seemingly complex financial information and statistics into data that makes sense. And into data that you'll feel confident talking about. You'll learn the language of finance, which will help you better formulate decisions on a day-to-day basis. The book will also help you identify the warning signals and understand key performance indications and ratios. You'll learn how to make better financial decisions, identify ways to increase profits and have increased confidence in approaching capital projects and making sound business decisions.

From the Back Cover 'Whatever your profession there is one certainty of business life: you will never get to the top of any business, any public sector organisation or any charity without a confident understanding of the financial figures. If you want to get ahead, do the sums and buy Jorsqu;s book!rsquo; Squadron Leader John Peters MBA, RAF Rtd, leadership and business coach, author of Tornado Down 'This book de-jargons complex financial concepts and is jam-packed with practical tips. A must read for entrepreneurs.rsquo; Kate Bassett, editor of Real Business 'If yoursqu;re looking for a book on finance for business, then this is definitely the book for you. Jo Haigh is quite simply world-class in this space.rsquo; Steve Gilroy, Chief Executive at Visage, the worldrsquo;s largest CEO network How can you develop the skills to understand the finances of your business? Whatsqu;s the best way to start taking a proactive role in managing the capital of your company, rather than taking a 'what happenedrsquo; position? The Financial Times Guide to Finance for Non-Financial Managers will give you the confidence to ask the right business questions, make the correct finance decisions and competently speak the language of commerce to your colleagues, managers, customers and stakeholders. Written by an experienced CFO, the book shows you how to: Understand finance and financial reports Communicate more coherently and comprehensively with financially astute colleagues and stakeholders Be better positioned to understand the health of your business Take a more proactive role in achieving business goals About the Author Jo Haigh is Head of Corporate Finance and a Partner at ATF Group Ltd and Head of Corporate Finance for MGR, an accountancy and financial management firm. Jo has been the Institute of Directors (IOD) Business Adviser of the Year and Business Woman of the Year and is the author The Business Rules; Buying and Selling a Business and Tales from the Glass Ceiling. All published by Piatkus/LittleBrown.