



Financial Analysis: Second Edition: A Business Decision Guide

By Steven M. Bragg

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Financial Analysis: A Business Decision Guide describes how to extract meaningful information from the financial statements of a business. The book also delves into a number of analyses that can be used to improve business decisions, such as price optimization, constraint management, and credit granting. Another area addressed is financing, where the book covers financial leverage, capital structure, foreign exchange risk, and more. Other topics include financial forecasting, discounted cash flow analysis, and the valuation of acquisitions.

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Editorial Review

About the Author

Steven Bragg, CPA, is one of the top-selling and most prolific accounting authors in the world. He is the author of more than 70 business books, including Lean Accounting, Closing the Books, and The New Controller Guidebook. He has been the CFO or controller of both public and private companies, and has been a consulting manager with Ernst & Young and an auditor with Deloitte & Touche.

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