Interpreting Company Reports

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published accounts are often not easy to understand and are sometimes downright misleading but to those who know how to read them they provide the most readily available source of information on a company s activities its profitability and its prospects this book guides the reader through the conventions and complexities of reports and accounts explaining how to assess the financial and trading position of a company from year to year how to spot undue risk taking where and how to look for clues on the quality of management and how to detect where window dressing has been used to disguise poor results in 1990 the authors wrote company accounting is currently in a state of flux confusion and controversy it is now in much better shape in ten years 15 financial reporting standards frss countless financial reporting exposure drafts freds a host of other documents and for the first time in the uk an exposure draft statement of principles of financial reporting have been produced by the accounting standards board asb many earlier abuses have been prevented and much more information now has to be disclosed the use and purpose of which the authors seek to explain

company financial reports are a key resource for investors helping them uncover priceless information about a company s profitability or lack thereof from the figures as well as through other non monetary indicators details of lawsuits changes in accounting methods liquidations and mergers and acquisitions can all be ways of detecting red flags if you know where to look however the jargon and financial footnotes in financial reports can be difficult to decipher and this for dummies guide on the subject will help readers to understand company reports and make sensible investment choices based on publicly held information taking you step by step through the finer points of financial reports this straightforward guide will help you get to grips with the most accurate way to wade through the numbers judge a company s performance and make profitable investment decisions this uk adaptation focuses on the uk financial market with the ftse index as the focus of the book

this text shows readers how to analyze company reports and accounts in a qualitative and quantitative fashion this updated edition contains examples on practice revised to reflect accounts dated 1998 or 1999 as well as improved coverage of international

accounting standards

this valuepack consists of interpreting company reports 10 e by holmes isbn 9780273711414 and accounting and finance for non specialists 6 e by atrill mclaney isbn 9780273716945

the financial times guide to using and interpreting company accounts is designed for the non accountant manager investor or entrepreneur who is expected to have financial knowledge but may not have accounting training wendy mckenzie approaches the project via three key points what information will i find in these accounts how do i analyse the accounts how can i use my analysis using publicly available actual accounts the book begins by covering the numbers from company accounts then moves on to information such as the financial review and then explains the logic of the accounts to help with the interpreting of the numbers wendy shows the reader how to understand issues such as cash flow what this will tell you about a company how to consider a competitor s accounts and how to perform ratio calculations to help with company analysis

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techniques to uncover and avoid accounting frauds and scamsinflated profits suspicious write offs shifted expenses these and other dubious financial maneuvers have taken on a contemporary twist as companies pull out the stops in seeking to satisfy wall street financial shenanigans pulls back the curtain on the current climate of accounting fraud it presents tools that anyone who is potentially affected by misleading business valuations from investors and lenders to managers and auditors can use to research and read financial reports and to identify early warning signs of a company s problems a bestseller

in its first edition financial shenanigans has been thoroughly updated for today s marketplace new chapters data and research reveal contemporary shenanigans that have been known to fool even veteran researchers

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