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# Keys To Reading An Annual Report



## Synopsis

Over the years, the titles in this popular series have helped ordinary consumers understand principles of prudent money management as a key to personal financial security. Written by experienced financial and investment specialists, Barron's Business Keys use non-technical language that takes the mystery out of business practices. They offer up-to-date advice on saving, investing, seeking mortgages and other loans, protecting one's assets, coping with taxes, and managing many other money-related issues. This updated edition advises investors on how to cut through the public relations jargon, focus on the annual report's important facts and figures, and use that information to assess a company's financial health.

## Book Information

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## Customer Reviews

Even though this book is five years old, the information still applies to the year 2000. As a person who now works in finance, I know that detail is extremely important. This book certainly does its job by being very detail oriented. I graduated from a very prestigious business school in which finance is actually the best subject taught, and I have to admit I think this little guide puts many pricey finance/accounting and finance professors to shame. It's also probably a good little guide for kids as well, to give them a headstart in the world of finance.

This book is very succinct and the explanations for each accounting concept are very easy to understand and easy to remember. The "Red Flags" after each concept are very useful in pointing

out all the possible problems that may arise. While the strengths of this book is his conciseness, it does require you to have some basic accounting background. Otherwise, some of the explanations may seem confusing. Having said that, if i am reading an annual report, I would definitely want to have this book beside me. Happy reading!

This small manual concisely and succinctly presents the major elements of financial statements in easy to read, line-by-line format. It is not only ideal for the average investor without an accounting background, but also for the accountant who needs to explain financial statement concepts and presentations to others. Its examples are easy to relate to and quite illustrative. I regret this wasn't available when I tried to decipher "Accounting 101".

This book makes a lot of sense when reading it alongside an actual 10k report. Great to keep on hand!

I ordered it for my son in business and he stated that it will be used as a reference book when he faces the Board of Trustee for his company.

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