



# **The Business Owner's Guide to Reading and Understanding Financial Statements: How to Budget, Forecast, and Monitor Cash Flow for Better Decision Making**

*Lita Epstein*

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**Financial statements hold the key to a company's fiscal health—so learn to read them!**

In order to gauge a company's health—as well as the competition's—managers must know how to properly read and understand financial statements. *The Business Owner's Guide to Reading and Understanding Financial Statements* will introduce managers and business owners to various types of financial statements and explain why they are important. Serving as a desktop reference, especially for managers without a strong background in finance, this book will discuss the difference between internal and external financial statements and explain how they can be used for financial decision-making in order to avoid common missteps.

Whether you're planning for major capital projects or simply managing the fiscal aspects of your department, this nontechnical, results-driven guide will arm you with the fundamentals to:

- Understand the budget process and why it is important
- Manage assets and track inventory
- Gauge profitability
- Monitor success throughout the year using internal reporting
- Set prices and make key cost decisions

Financial statements are essential to determining a company's fiscal health. Understand where your company stands so that you can make informed decisions about its future.

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