



# Understanding Business Accounting For Dummies

By Colin Barrow, John A. Tracy

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Not everyone is cut out to be a professional accountant, but those who want to move up the corporate ladder know that they need to master the essentials of accounting. *Understanding Business Accounting For Dummies, 2<sup>nd</sup> Edition* makes truly light work of the financial fundamentals that many businesspeople try to bluff their way through every day.

The book will show you how to evaluate profit margins, establish budgets, control profit and cash flow, stem losses, manage inventory, make wise financial decisions, survive an audit, and use the latest computer technology to help you manage the bottom line.

This updated edition also includes the latest information on International Financial Reporting Standards, capital budgeting, and break even, plus new advice on how to find financial facts and read company accounts. New sections include links to a number of key business spreadsheets and a new chapter on financing your business.

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## **Understanding Business Accounting For Dummies** By Colin Barrow, John A. Tracy Bibliography

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## **Editorial Review**

### **Review**

“...helps the less financially aware business owner navigate such mysteries as generating income statements, (and)... establishing budgets...” (Independent on Sunday, 19 September, 2004)

### **From the Back Cover**

Whether you're a small business owner or a corporate manager with budget responsibilities, having an understanding of your company's finances is crucial. This user-friendly guide takes you through all the key elements of UK business accounting, covering everything from evaluating profit margins and establishing budgets to controlling cash flow and writing financial reports.

### **About the Author**

**John A. Tracy** is a former staff accountant at Ernst & Young. **Colin Barrow** was the Head of the Enterprise Group at Cranfield School of Management and is the author of *Starting a Business For Dummies*.

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