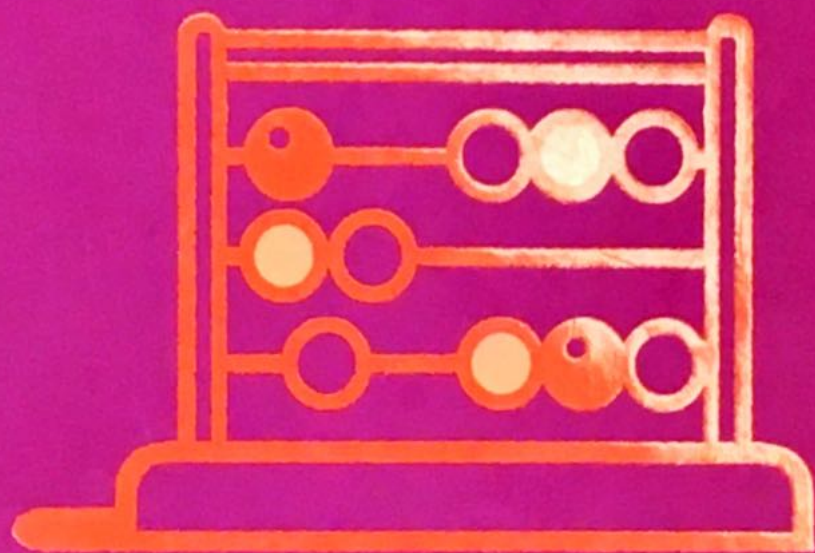


20 MINUTE MANAGER

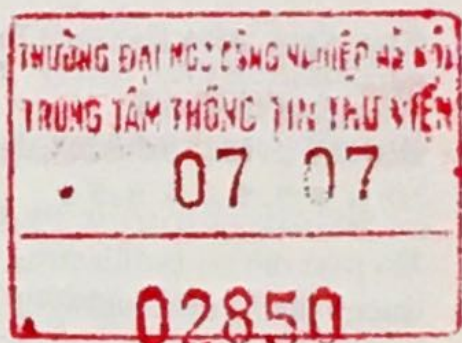
Finance Basics



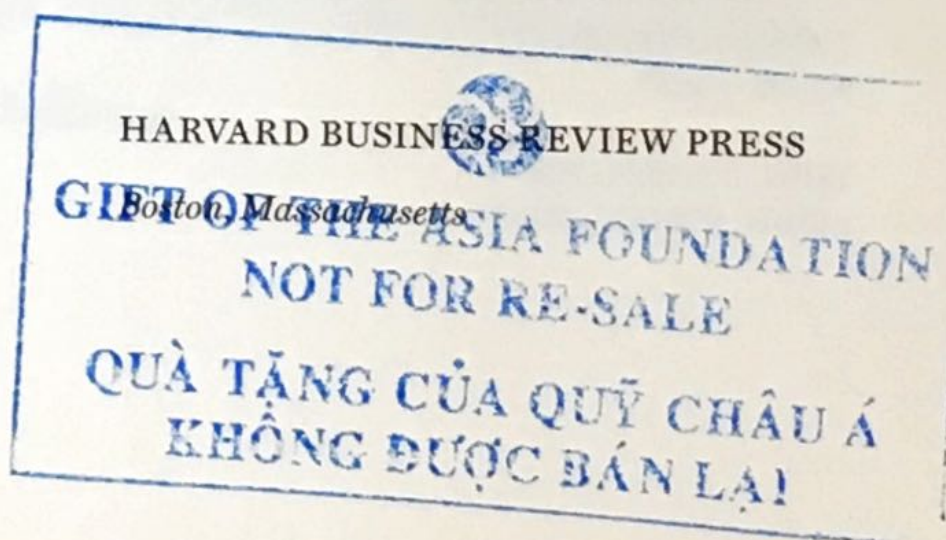
Decode the jargon
Navigate key statements
Gauge performance

20 MINUTE MANAGER SERIES

Finance Basics



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Preview

No matter where you work in your organization, you'll do your job better if you understand basic financial concepts. You'll be a more effective contributor to your company's efforts to make money and grow.

This short book explains the basics of finance. Though reading it won't make you a finance expert, it will help you:

- Make sense of the three key financial statements.
- Gauge your company's financial health.
- Weigh costs and benefits before committing resources.

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