



# Managing By The Numbers: A Commonsense Guide To Understanding And Using Your Company's Financials

*Chuck Kremer, Ron Rizzuto, John Case*

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Everyone interested in building a stronger business needs to understand and use the information captured in financial statements. *In Managing by the Numbers*, business education and accounting experts Chuck Kremer and Ron Rizzuto team up with open-book management authority John Case to demystify the numbers. They present a practical, common-sense approach to reading financial statements and to managing the three bottom lines of business financial performance: net profit, operating cash flow, and return on assets. The book features numerous exercises and examples (with associated templates available on the Web), a powerful new management tool known as “The Financial Scoreboard,” and an extensive glossary. *Managing by the Numbers* is an essential resource for entrepreneurs, business owners, managers, and anyone eager to improve their mastery of the financial side of running a business.

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