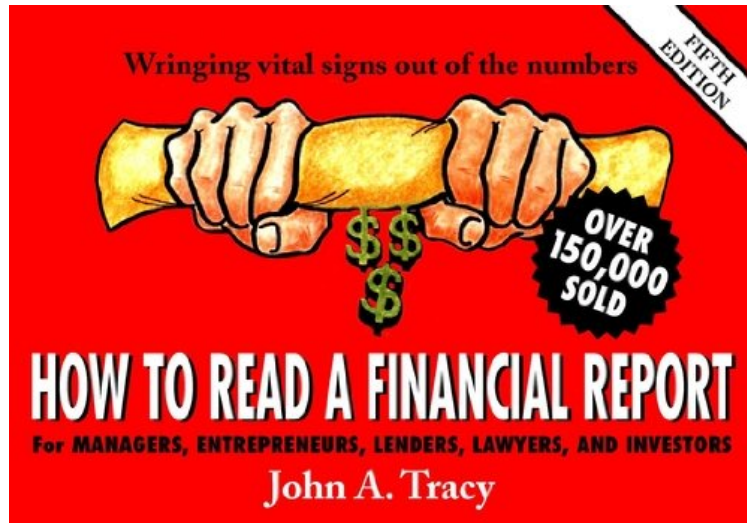


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How to Read a Financial Report: Wringing Vital Signs Out of the Numbers

John A. Tracy

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Lurking somewhere amidst all the figures in a financial report is vitally important information about where a company

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From the Inside Flap
How to Read a Financial Report Lurking somewhere amidst all the figures in a financial report is vitally important information about where a company has been and where it is headed. But without a guide to isolate and interpret those numbers, the dizzying array of columns and rows doesn't add up to a hill of beans. That's why thousands of professionals and savvy individuals have referred to this bestselling resource that shows anyone how to make sense of all those numbers. If you're someone who works with financial reports or needs to understand them—but have neither the time nor the need for an in-depth knowledge of accounting—this book will help you cut through the maze of accounting information to find out what those numbers really mean. It steers you quickly and painlessly through the basic accounting concepts and line-by-line explanations of the basic financial statement. Complete with a visual guide that leads you through the intricacies of financial reporting, *How to Read a Financial Report* shows you how the three essential parts of every financial report—the balance sheet, the income statement, and the cash flow statement—fit together and what it all means to you and your company. Updated throughout, this new edition addresses the many changes in the financial world in the past few years, including new pronouncements of the Financial Accounting Standards Board, new income tax laws, and emerging financial reporting problems. Also, all exhibits have been made easier to follow. Features updates on: Tax reform Recent FASB rulings Depreciation methods Spotting fraudulent reporting From the Back Cover
Whether you're just beginning to invest in the stock market or have been in the market for many years, there is one skill that can help you make better-informed investment decisions—the ability to read a financial report. With the sixth edition of *How to Read a Financial Report*, you'll quickly learn how to make sense of the numbers that make up a financial report. Fully revised and updated to reflect the way today's organizations publicly report their financial status, this book will help you understand where a company has been and where it is headed.
About the Author
JOHN A. TRACY is an award-winning professor of accounting at the University of Colorado at Boulder. He is also the author of *The Fast Forward MBA in Finance*.