



Financial Analysis: A Controller's Guide

By Steven M. Bragg

[Download now](#)

[Read Online](#) 

Financial Analysis: A Controller's Guide By Steven M. Bragg

"The latest edition goes beyond ho-hum analysis techniques and provides concrete problem solving. The text is sprinkled with real-world problems (and the analytical tools to solve them) that will be familiar to accounting professionals everywhere. A must-have for anyone looking to improve their company's decision making . . . and their own role in it."

—George R. MacEachern President, Grosvenor Financial Services

"Steve Bragg has presented yet another comprehensive reference tool for the finance professional. *Financial Analysis: A Controller's Guide* is the perfect reference guide for today's controller, presenting not only traditional financial analysis information, but also various types of analyses that will benefit any type of organization. This book is a must-have for any financial professional desiring to make a relevant contribution to his/her organization."

—Jodi Nefzger, CPP Director of Finance, Masonic Home of Missouri

Today's proactive controllers can soar past their mundane responsibilities and become active participants in their corporation's success with the visionary tools found in Steven Bragg's *Financial Analysis: A Controller's Guide*, Second Edition.

Now updated to include analyses of intangible asset measurement and performance improvement as well as evaluation methods to determine which products and services should be eliminated, *Financial Analysis: A Controller's Guide*, Second Edition helps financial managers upgrade their skills so they can answer their organization's call for company operations reviews, investment evaluations, problem reporting, and special investigation requests. Controllers prepared to address this growing need for more innovative financial analysis will open doors to a variety of promotions and high-level interactions with other departments.

Become a highly valued member of your company's infrastructure with the indispensable tools found in *Financial Analysis: A Controller's Guide*, Second Edition.

 [Download](#) Financial Analysis: A Controller's Guide ...pdf

 [Read Online](#) Financial Analysis: A Controller's Guide ...pdf

Financial Analysis: A Controller's Guide

By Steven M. Bragg

Financial Analysis: A Controller's Guide By Steven M. Bragg

"The latest edition goes beyond ho-hum analysis techniques and provides concrete problem solving. The text is sprinkled with real-world problems (and the analytical tools to solve them) that will be familiar to accounting professionals everywhere. A must-have for anyone looking to improve their company's decision making . . . and their own role in it."

—George R. MacEachern President, Grosvenor Financial Services

"Steve Bragg has presented yet another comprehensive reference tool for the finance professional. *Financial Analysis: A Controller's Guide* is the perfect reference guide for today's controller, presenting not only traditional financial analysis information, but also various types of analyses that will benefit any type of organization. This book is a must-have for any financial professional desiring to make a relevant contribution to his/her organization."

—Jodi Nefzger, CPP Director of Finance, Masonic Home of Missouri

Today's proactive controllers can soar past their mundane responsibilities and become active participants in their corporation's success with the visionary tools found in Steven Bragg's *Financial Analysis: A Controller's Guide*, Second Edition.

Now updated to include analyses of intangible asset measurement and performance improvement as well as evaluation methods to determine which products and services should be eliminated, *Financial Analysis: A Controller's Guide*, Second Edition helps financial managers upgrade their skills so they can answer their organization's call for company operations reviews, investment evaluations, problem reporting, and special investigation requests. Controllers prepared to address this growing need for more innovative financial analysis will open doors to a variety of promotions and high-level interactions with other departments.

Become a highly valued member of your company's infrastructure with the indispensable tools found in *Financial Analysis: A Controller's Guide*, Second Edition.

Financial Analysis: A Controller's Guide By Steven M. Bragg Bibliography

- Sales Rank: #1648166 in Books
- Published on: 2006-12-22
- Original language: English
- Number of items: 1
- Dimensions: 9.37" h x 1.31" w x 6.46" l, 1.76 pounds
- Binding: Hardcover
- 416 pages

 [Download Financial Analysis: A Controller's Guide ...pdf](#)



[Read Online Financial Analysis: A Controller's Guide ...pdf](#)

Editorial Review

From the Inside Flap

Corporations rely on their controllers and financial managers to provide a wide array of accounting functions, from processing accounts payable and receivable transactions to closing the books in a timely manner. Accomplishing these activities are the foundation of a successful career. However, in order to be truly notable and recognized as an innovative thinker in an organization, a controller must acquire first-rate skills in the area of financial analysis.

Financial Analysis: A Controller's Guide, Second Edition helps controllers, financial managers, and treasurers develop and apply top-notch financial skills in their jobs and throughout their companies. By obtaining a broad knowledge of skills and applying them to a multitude of situations, readers will achieve deep insights into why their company performs as it does, and can transmit this information, along with recommendations for improvements, to other members of the management team, enhancing the corporation's overall financial performance.

With a focus on operational analysis as well as wide-ranging coverage of all other financial analysis topics, this updated Second Edition provides a thorough analysis of topics that will help further readers' careers, including:

- New: What-if analysis
- New: Intangible asset measurement
- New: Eliminating products and services
- Using Microsoft Excel® to conduct financial analysis
- Evaluating capital investments, financing options, and cash flows
- Evaluating acquisition targets
- Increasing shareholder value
- Determining the breakeven point
- Forecasting future business conditions
- Evaluating operations, processes, and managers
- Analyzing risk
- Determining the cost of capital
- Using sample analysis reports

Financial Analysis: A Controller's Guide, Second Edition provides hard-to-find coverage of management performance review systems, process cycle analysis techniques, and capacity analysis methods, plus checklists, advice, detailed examples, and comprehensive explanations of many internal areas. This guide is an indispensable tool for the controller who is interested in enhancing career opportunities in the field.

From the Back Cover

"The latest edition goes beyond ho-hum analysis techniques and provides concrete problem solving. The text is sprinkled with real-world problems (and the analytical tools to solve them) that will be familiar to accounting professionals everywhere. A must-have for anyone looking to improve their company's decision making . . . and their own role in it."

—George R. MacEachern President, Grosvenor Financial Services

"Steve Bragg has presented yet another comprehensive reference tool for the finance professional. *Financial Analysis: A Controller's Guide* is the perfect reference guide for today's controller, presenting not only traditional financial analysis information, but also various types of analyses that will benefit any type of organization. This book is a must-have for any financial professional desiring to make a relevant contribution to his/her organization."

—Jodi Nefzger, CPP Director of Finance, Masonic Home of Missouri

Today's proactive controllers can soar past their mundane responsibilities and become active participants in their corporation's success with the visionary tools found in Steven Bragg's *Financial Analysis: A Controller's Guide, Second Edition*.

Now updated to include analyses of intangible asset measurement and performance improvement as well as evaluation methods to determine which products and services should be eliminated, *Financial Analysis: A Controller's Guide, Second Edition* helps financial managers upgrade their skills so they can answer their organization's call for company operations reviews, investment evaluations, problem reporting, and special investigation requests. Controllers prepared to address this growing need for more innovative financial analysis will open doors to a variety of promotions and high-level interactions with other departments.

Become a highly valued member of your company's infrastructure with the indispensable tools found in *Financial Analysis: A Controller's Guide, Second Edition*.

About the Author

STEVEN M. BRAGG, CPA, CMA, CIA, CPM, CPIM, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst & Young. He received a master's degree in finance from Bentley College, an MBA from Babson College, and a bachelor's degree in economics from the University of Maine. He has also written or cowritten the following books: *Accounting and Finance for Your Small Business*, *Accounting Best Practices*, *Accounting Reference Desktop*, *Advanced Accounting Systems*, *Controllership*, *Cost Accounting*, *Financial Analysis*, *Just-in-Time Accounting*, *Managing Explosive Corporate Growth*, *Outsourcing*, *Sales and Operations for Your Small Business*, and *The Controller's Function*.

Users Review

From reader reviews:

Dwight Case:

Why don't make it to become your habit? Right now, try to ready your time to do the important action, like looking for your favorite reserve and reading a publication. Beside you can solve your problem; you can add your knowledge by the e-book entitled *Financial Analysis: A Controller's Guide*. Try to face the book *Financial Analysis: A Controller's Guide* as your close friend. It means that it can be your friend when you truly feel alone and beside that of course make you smarter than previously. Yeah, it is very fortunate for yourself. The book makes you much more confidence because you can know everything by the book. So, let's make new experience in addition to knowledge with this book.

Sarah Farmer:

Nowadays reading books become more than want or need but also turn into a life style. This reading practice

give you lot of advantages. The benefits you got of course the knowledge the rest of the information inside the book that improve your knowledge and information. The information you get based on what kind of e-book you read, if you want drive more knowledge just go with education books but if you want truly feel happy read one using theme for entertaining like comic or novel. The actual Financial Analysis: A Controller's Guide is kind of book which is giving the reader unstable experience.

Janelle Coe:

Spent a free time and energy to be fun activity to perform! A lot of people spent their free time with their family, or their own friends. Usually they accomplishing activity like watching television, going to beach, or picnic in the park. They actually doing same every week. Do you feel it? Do you want to something different to fill your free time/ holiday? Could possibly be reading a book could be option to fill your cost-free time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to attempt look for book, may be the guide untitled Financial Analysis: A Controller's Guide can be fine book to read. May be it is usually best activity to you.

Viola Ball:

As a university student exactly feel bored for you to reading. If their teacher inquired them to go to the library or make summary for some reserve, they are complained. Just small students that has reading's heart and soul or real their pastime. They just do what the instructor want, like asked to the library. They go to there but nothing reading really. Any students feel that reading through is not important, boring along with can't see colorful photographs on there. Yeah, it is to become complicated. Book is very important for you personally. As we know that on this age, many ways to get whatever you want. Likewise word says, many ways to reach Chinese's country. Therefore this Financial Analysis: A Controller's Guide can make you sense more interested to read.

Download and Read Online Financial Analysis: A Controller's Guide By Steven M. Bragg #V9S73RXE2GA

Read Financial Analysis: A Controller's Guide By Steven M. Bragg for online ebook

Financial Analysis: A Controller's Guide By Steven M. Bragg Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Financial Analysis: A Controller's Guide By Steven M. Bragg books to read online.

Online Financial Analysis: A Controller's Guide By Steven M. Bragg ebook PDF download

Financial Analysis: A Controller's Guide By Steven M. Bragg Doc

Financial Analysis: A Controller's Guide By Steven M. Bragg Mobipocket

Financial Analysis: A Controller's Guide By Steven M. Bragg EPub