



Financial Analysis: A Controller's Guide

By Steven M. Bragg

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"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.

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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

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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*, *Controllershship*, *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*.

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