



The Economist Guide To Analysing Companies 6th edition (Paperback)

By Bob Vause

Profile Books Ltd, United Kingdom, 2014. Paperback. Condition: New. Main. Language: English. Brand New Book. In today s volatile, complex and fast-moving business world, it can be difficult to gauge how sound a company really is. An apparently strong balance sheet and impressive reported profits may be hiding all sorts of problems that could even spell bankruptcy. So how do you: - Know whether a company is well run and doing well? - Decide which ratios and benchmarks to use to assess performance? - Work out if a company has massaged its results? - Recognise the danger signs on the corporate horizon? - Compare companies operating in different sectors or countries? These and many other important questions are answered in a completely updated and revised sixth edition of this clear and comprehensive guide. It is aimed at anyone who wants to understand a company s annual report, judge a customer s creditworthiness, assess a company s investment potential, and much more.



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