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By Lita Epstein

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The second edition includes over 25 percent new and updated information including:

- New information on the separate accounting and financial reporting standards for private/small businesses versus public/large businesses
- Updated information that reflects the 2007 law on international financial reporting standards
- New content to match SEC and other governmental regulatory changes over the past three years
- New information about how the analyst-corporate connection has actually changed the playing field
- The impact of corporate communications and new technologies
- New examples that reflect the current trends
- Updated websites and resources

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Editorial Review

From the Back Cover

The ins and outs of financial reports, explained in plain English

Want to make sense of financial reports? This easy-to-follow guide gives you a set of tools to understand these complicated statements, helping you read between the lines to determine a company's true financial health. You'll make informed decisions about investing, spot possible problems, and use these reports to manage your own department or company for success.

- Get down to reporting basics — recognize different business types and how their structure affects the books, and grasp the accounting method underlying it all
- Analyze the annual report — make sense of the balance sheet, income and cash flow statements, and the notes while spotting red flags
- Know your numbers — keep an eye on whether a company is making a profit or suffering a loss
- Understand how companies optimize operations — use reports to measure how efficiently management is using its resources
- Meet the financial watchdogs — from auditors to analysts, see who certifies report accuracy and how recent scandals have changed the rules
- Practice makes perfect — put your skills to the test by dissecting the annual reports of two similar companies throughout the book
- Open the book and find:
 - The accounting basics necessary to understand financial reports
 - New information on reporting standards for private/small versus public/large businesses
 - Updates surrounding the 2007 law on international financial reporting standards
 - The impact of corporate communications and new technologies
 - New real-world examples that reflect current trends
 - Updated Web sites and resources
 - Tips for spotting the fluff in financial reports

About the Author

Lita Epstein, MBA, is a seasoned financial writer who focuses on helping people understand the complex worlds of money and finance. She was a financial manager for a medical clinic and content director for a financial services Web site, MostChoice.com. She also writes for AOL's Blogging Stocks and WalletPop.

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