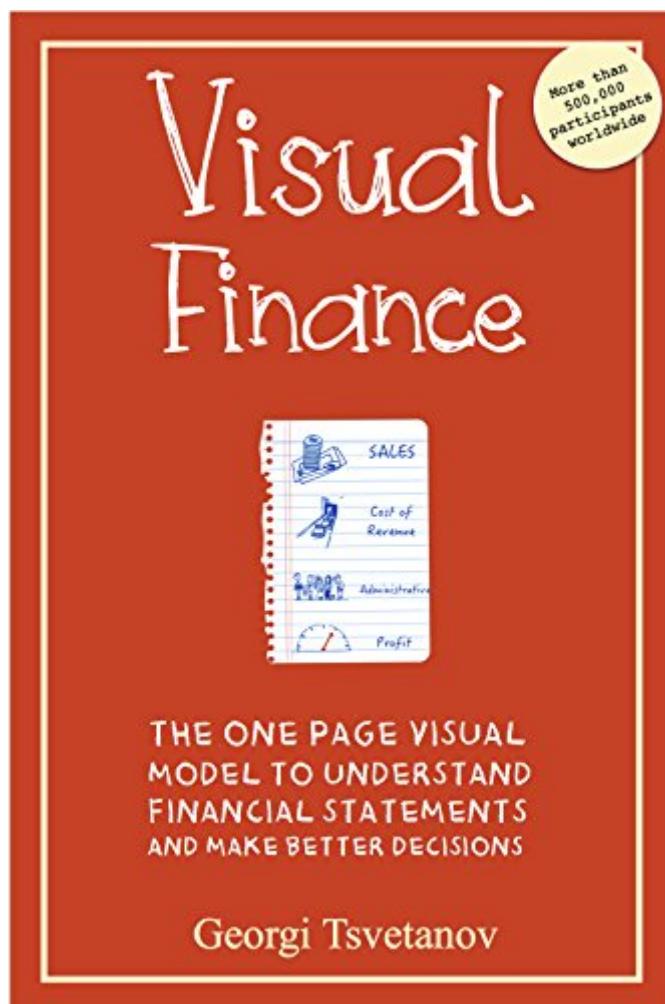


The book was found

# Visual Finance: The One Page Visual Model To Understand Financial Statements And Make Better Business Decisions



## **Synopsis**

Visual Finance is a powerful, simple tool that you can learn in just a couple of hours and easily apply to real life. Over the past five years, this model has been used in thousands of à œfinance for non-financial managersâ • training sessions in more than 30 countries. Now for the first time, it has finally been released in a paperback format. Accounting is often perceived as being tedious, complicated, and too theoretical. Non-financial managers are less than enthusiastic about accounting. One possible cause is the way business schools teach it. In a recent study only 46% of respondents had average or higher financial literacy and could understand financial statements. Stop avoiding financial topics during team meetings. Save your company from making costly mistakes and start maximizing all your valuable opportunities.

## **Book Information**

File Size: 4764 KB

Print Length: 180 pages

Publication Date: December 17, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B018J053P4

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #15,304 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #2 in Kindle Store > Kindle eBooks > Business & Money > Accounting > Financial #2 in Kindle Store > Kindle eBooks > Business & Money > Accounting > Managerial #5 in Books > Business & Money > Accounting > Managerial

## **Customer Reviews**

Visual Finance is destined to become a classic. A highly respected professional friend recommended it to me. Given my regard for the colleague's opinion, I bought the kindle version immediately. I had barely got into it when I concluded the book contains so many gems that I needed to book mark and highlight, I ordered the paper copy. It was worth the investment. By the way, I'm a CPA with an undergraduate degree in Accounting. I got a better understanding from this

book on how to explain accounting issues to non-finance executives in a jargon-free way than ever before. I highly recommend it! And if you really want to enjoy it, I will suggest the paper version for the best reading experience.

This book is very different from other Finance for non-financial managers. The main difference being that this book contains almost no numbers! The visual model is very logical and makes you see accounting in a brand new way. A very original book in a field where there are few innovations!

Wish I would've read this instead of going to business school! I say that somewhat jokingly, but this is a great book for anyone that needs to learn the internals of finance for investing, career, etc. I've never left an review, but this book is an exception. Really pieced together a lot of the knowledge I had already and spared the academic jargon. I hope this guy goes on to write more because we need more of this and less crap written by pretentious MBA's.

This book was a recommended read in our Accounting class. It just helps you put the pieces together. I consider myself an expert on the subject, still the book helped me refresh some concepts and see them in a different way. My colleagues that struggled to understand the class used this visual model as a valuable support and improved their grades. The only downside is that it was very short.

A company's assets are exactly equal to its liabilities? That's a clear, simple, and somewhat unusual way of describing corporate finances. (Most would say assets equal liabilities plus equity.) Every dollar of new profit is balanced by a dollar of new equity. That's how Mr. Tsvetanov describes a balance sheet, one of the two statements this book strives to reduce to a pair of diagrams. These, visual representations of the balance sheet and income statement, fit on a single page. Along with the cash flow statement, that's the essence of a company's finances. The book was strongest when describing the three statements and how to read them. Appendix 2, "Reading your company's financial report using the one page model," was also strong. Everything in between -- starting with "vertical analysis" and an endless series of ratios -- is far less compelling. Mr. Tsvetanov relied on a copy editor, but not enough. A section titled "Cashflow Statement and Income Statement" ("cashflow" one word) begins, "The cash flow statement ..." ("cash flow" as two words). Similarly: "For one business (retail) electricity could be a fixed cost because. If your store is full of customers, or empty, you will still be paying the same bill." Then there's this: "Still, making all calculations

results to be not so practical and visual, this is why public companies must include cash flow statement as a separate document in their annual report."Still, the book was pretty good, and I'm glad I read it.

This book is light reading compared to other financial books. It's easier to read, and shorter. It's also more up to date. Highly recommended for any business person or student. Key learnings:-- Understand the big business picture-- Analyze how cash flow and financial balance are affected by management decisions-- Understand and interpret financial statements

It is an amazing book that introduces in the essential terms of the financial world. The financial topics are presented in a very comprehensive way for readers like me with little knowledge of financial management. The drawings complement the written material and make it easy for memorising and understanding. After reading the book I am able to understand better financial information, to manage my family finances and take wiser financial decisions. As a university professor in statistics for students who study economics, I will definitely recommend this book to my students.

Easy to understand, nice presentation. Needs better proofreading to fix typos.

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