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should possess a
strong knowledge of
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look at several aspects
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Tools * Basic Ratio

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Booth discusses some
of the most common
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including assets,
multiple accounts,
journaling, posting,**

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inventory, and payroll.

An appendix includes SQL code examples to get you started with several basic accounting transactions. This updated and expanded second edition of Book provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides

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the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading

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for all those interested
in the subject . We

hope you find this
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your future career &
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Put the most valuable
business tool to work
for you! The balance
sheet is the key to
everything--from
efficient business
operation to accurate
assessment of a

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company's worth. It's a
critical business

resource--but do you
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value of a company's

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Predict future

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Identify potential "red flags" before the crowd
How to Read a Balance Sheet gives you the bottom line of what you need to know about: Cash Flow * Assets * Debt * Equity * Profit and how it all comes together.

Essential coverage of financial statement preparation and the reading of those

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**statements including
examples and various**

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of business in or out of
school, this precise
targeted coverage
ensures easy access to
the tool that is the
backbone of any
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Topics covered

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understand that
proper marketing is
one of the cornerstones
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guide that can help any company reach out to its desired customer base. This 3-panel, up-to-date guide explores every facet of the marketing process; word definitions, marketing examples and full-color illustrations fill each jam-packed page. Our goal is to make your profits soar!

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Operations

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Income Earnings Per

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two doctors in
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give different
diagnoses to
identical
patients—or
that two
judges in the
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give markedly
different
sentences to
people who

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have committed
the same

crime. Suppose
that different
interviewers
at the same
firm make
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guishable job
applicants—or

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that when a company is handling customer complaints, the resolution depends on who happens to answer the phone. Now imagine that the same

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doctor, the
same judge,
the same
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or the same
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service agent
makes
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depending on
whether it is

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morning or
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afternoon, or

Monday rather
than

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examples of
noise:

variability in
judgments that
should be
identical. In

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Noise, Daniel
Kahneman,

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Sibony, and

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Sunstein show
the

detrimental

effects of

noise in many

fields,

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Wherever there
is judgment,
there is
noise. Yet,
most of the
time,
individuals
and
organizations
alike are
unaware of it.
They neglect

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noise. With a few simple remedies, people can reduce both noise and bias, and so make far better decisions.

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for many activities,
which may*

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*require years
of training*

*and experience
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the wealthiest
nations in the
world, but it is
far from the
healthiest.*

*Although life
expectancy and
survival rates in
the United*

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*States have
improved
dramatically
over the past
century,
Americans live
shorter lives and
experience more
injuries and
illnesses than
people in other
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*countries. The
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disadvantage
cannot be
attributed solely
to the adverse
health status of
racial or ethnic
minorities or
poor people:
even highly
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Americans are in worse health than their counterparts in other, "peer" countries. In light of the new and growing evidence about the U.S. health disadvantage, the National

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Institutes of Health asked the National Research Council (NRC) and the Institute of Medicine (IOM) to convene a panel of experts to study the issue. The Panel on

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*life span,
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detailed evidence on the issue, explores the possible explanations for the shorter and less healthy lives of Americans than those of people in comparable countries, and

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*recommends
actions by both
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