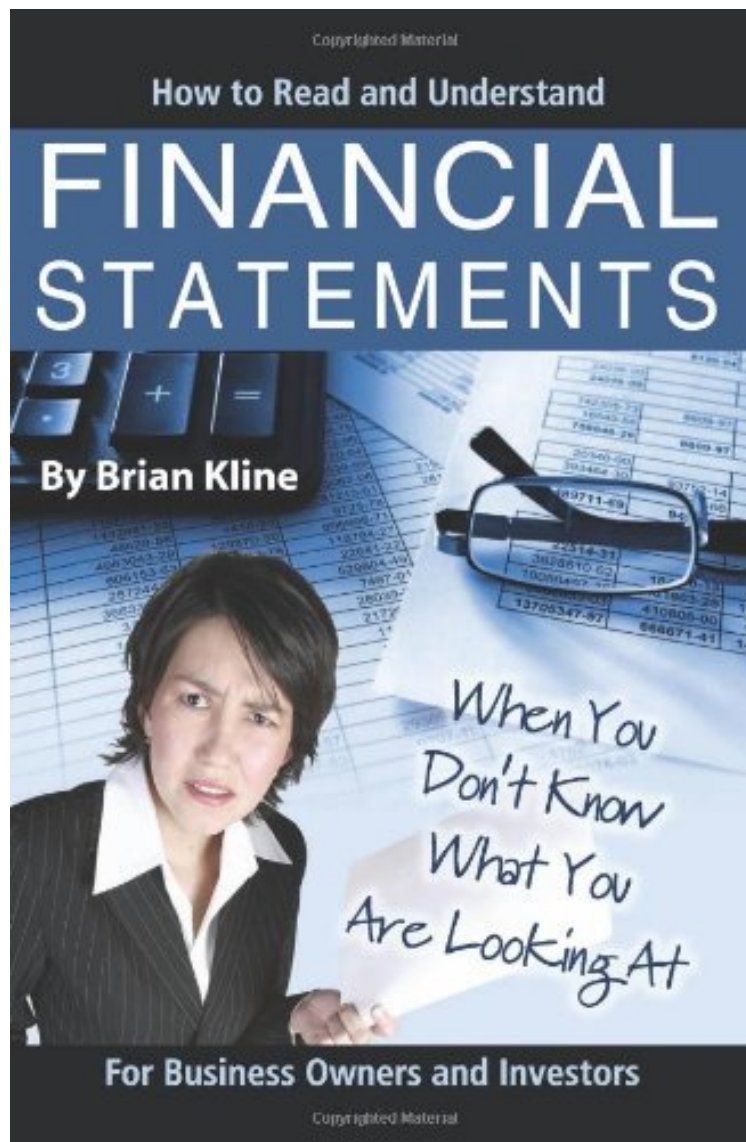


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Brian Kline

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2 of 2 people found the following review helpful. Useful and Understandable
By Robin C. Springer
This is one of the most easy-to-understand books on a complex financial topic that I have ever read. As an amateur investor in the stock market, I have often been perplexed at what I have read about publicly-owned companies and their financial reports. Perusing their reports, I have wondered, "Are these companies financially stable? Are they growing? Profitable?" Answers to these important questions can be found within the pages of their financial disclosures, IF one knows how to interpret them. And that is where this informational and explanatory book comes in: it clearly explains the elements of the four different kinds of financial statements; how to read them, compare them and interpret them with the end result being that the reader will be able to make more INFORMED decisions with regard to his or her possible investments. The writer of this book covers the entire spectrum of information from the actual transaction to how it is recorded in the company's books, and then how transactions are translated into line items in a financial report. He also teaches the reader how to extrapolate the desired data from these reports for whatever purpose the reader may have. Not only important for investors, knowing how to read financial reports is necessary for business owners facing the task of applying for business loans. The business owner must also track his company's progress towards its goals; the financial reports are a concrete, black-and-white reflection of that. I would recommend this book to anyone in the business world who needs a good overview of the world of financial reports and how to read and interpret them. There are examples used that are very helpful in understanding the concepts described.

0 of 1 people found the following review helpful. Interesting read for financial minds
By Jessica Linnell
Before reading this book, I had heard of financial statements. I had been asked to pull financial statements for my company to include in proposals. I had even glanced at a financial statement. But I had never really understood a financial statement or really knew what was so important about them. As the author of this book states, a financial statement is "a summary of all the financial dealings that occurred within the business over a specific period of time." The author then describes in detail how to read a financial statement and tells you what it means and how it is important in the business and investing worlds. After reading this book, you will know why financial statements are important and who is responsible for compiling and ensuring the accuracy of them. You will know what they are used for and the formulas (explained in plain English) used to complete them. The book includes a glossary of financial terms, which is helpful in both reading the book and later in trying to decipher real life financial statements. This book tells you what you can (and can't) learn from financial statements, balance sheets, income statements, etc. The chapters on the history of why financial statements exist (SEC, stock market crash) and corporate scandals (WorldCom, Tyco) were particularly interesting. This book is great for the common-place business person or for someone just looking to learn more about financial matters of companies. Since it also discusses how to use the financial statements to make wise investment choices, it could be helpful to a potential investor.

1 of 2 people found the following review helpful. An In Depth Explanation For the Lost
By Terrence McElhaney
Reading a financial statement can be a daunting task. There are so many different numbers and columns. Then there are the different types of statements like balance sheets, income statements and cash flow statements. Which is which? This book helps answer the "which is which" question. Mr. Kline breaks down financial statements for the reader into everyday language and goes into detail about each aspect of the financial statement means. The nice thing about this book is that it does dig a little deeper than just giving basic definitions by giving the story behind the definitions and statement descriptions. The reader learns what roles organizations like SEC and GAAP play in financial statements. Mr. Kline walks the reader through how to stay in line with SEC requirements. "How to Read and Understand Financial Statements" even has tips for developing a business plan, how to do presentations, preparing proposals. The chapter on investment strategies tells the reader about certain risks and other investment issues such as credit and inflation. Going into great detail to explain facts about corporate business to the layman is a definite strength. However it can also be a weakness as some explanations can seem long or drawn out. Overall this book is good for someone starting a small corporation or just someone who wants to know more about the accounting aspect of corporations or other larger businesses.

Financial statements are fundamental to any business, large or small. They are actually "report cards" on the performance of the business. When reading them, you will encounter odd terminology, strange calculations, and of course, big numbers. But what insight can they give you as a manager, owner, or investor? How can you use financial statements to manage the business or be a wiser investor without having to become a CPA? And what in the world do some of those terms mean and how do you use them? With the guidance in this book, if you can read a nutrition label or a baseball box score, you can learn to read basic financial statements. There are four main financial statements. They are balance sheets, income statements, cash flow statements, and statements of shareholders equity. It is important to note that a financial statement does NOT tell the complete story. Combined, however, they provide very powerful information for business owners, managers, and investors. Information is the best tool when it comes to managing and investing wisely. This new easy to follow book will make you an expert on financial statement interpretation including: profit and loss statements (income statements), balance sheets, financial analyses, profit analyses, break-even analyses, and ratios. The book includes an extensive glossary useful lingo and hundreds of hints, tricks, and secrets about how to read these statements and use them to your advantage. Atlantic Publishing is a small,

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About the Author Brian Kline has been investing in a variety of stocks since the early 1980s when he made it a point to learn how to read financial statements. He also draws upon 25-plus years of business experience, including 12 years as a manager at a Dow Jones Industrial company (Boeing Aircraft Company). His investment holdings have included private businesses and public corporations. In the public corporation sector, the investments have been broad-based to include early Internet companies, high-tech companies, and the more mundane but reliable conglomerate companies. He also invests in mutual funds. Kline does not currently hold any investments in the businesses analyzed in this book. In addition to investing in corporate stocks and bonds, he has considerable investment experience in real estate.