

Praise for Accounts Demystified

'An excellent primer on accounting, this book explains in simple language how to understand balance sheets, profit and loss accounts and cash flow statements. It also has useful chapters covering important subjects like return on capital employed, gearing and book values.'

Jim Slater, investment guru and best-selling author of The Zulu Principle

'I didn't think a book like this could be compulsive reading, but after the first section on balance sheets, the lights truly started to go on. I can't tell you how refreshing it is to read a book on this type of subject that doesn't assume you are George Soros. Thanks a lot; you've really helped me. I have to go finish the book now.'

Tim Peppiatt, Chief Executive, Paperhat Group

'Trust me - no other book makes the subject as simple and clear.'

Jamie Reeve, Chairman, The Great Little Trading Company

'It's like a fog has been lifted ... I suddenly get it and I'm only at page ten.'

Paul Sanett, Development Director, Europe and Africa, Hilton Worldwide

'This is a great book – it does what it says on the can!'

John Bates, Fellow of Strategy and Entrepreneurship, London Business School

'Accounts Demystified is compulsory reading. It has ensured that all of our non-financially trained managers have a common understanding and language.'

Mike Squires, Chairman, Sports Recruitment International

'If making the complex simple is genius, then that is what this book is! It's all you need for sight reading accounts.'

Matthew Peacock, Managing Partner, Hanover Investors

Accounts Demystified

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