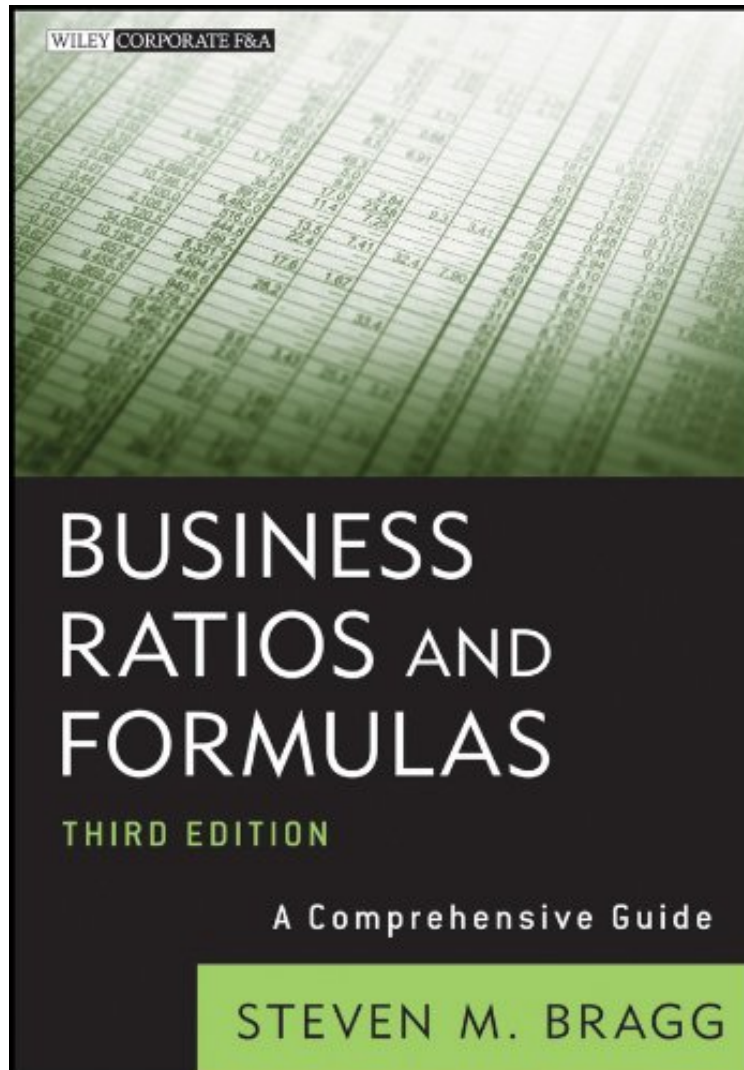


Business Ratios and Formulas: A Comprehensive Guide (Wiley Corporate FA)

Steven M. Bragg

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From the Inside Flap *Business Ratios and Formulas A Comprehensive Guide Third Edition* Whether you're starting, running, or growing a business, *Business Ratios and Formulas, Third Edition* is essential reading, with nearly 250 operational criteria and clear, easy-to-understand explanations that can be used right away. An ideal tool for measuring corporate performance, this authoritative resource allows managers and auditors to pick and choose the tools they need to best assess their organization's performance. Each formula includes a complete description, explanation of the calculation, an example, and cautions regarding its use. The cautions are of particular use, since they describe those elements of a measurement that can be modified to deliver misleading results, different measurements that may work better in certain situations, usage on a trend line basis, and which other measurements should be used to reinforce indicated results. The Third Edition includes approximately twenty new ratios and formulas covering fixed-charge coverage ratio; free cash flow formula; capital-labor ratio; cash coverage ratio; value at risk formula; cash conversion efficiency metric; and open/close requisition ratio. For professionals needing to compile information about a company's long-term performance, the new edition describes how to use an electronic spreadsheet to compile a standard set of measurements, using Microsoft Excel as the template. Author and renowned accounting expert Steve Bragg categorizes performance measurements for accounting, engineering, logistics, production, and sales departments and also discusses topics related to efficiency, effectiveness, capacity, and market share. Chapter topics include measurements related to asset utilization, operating performance, cash flows, liquidity, capital structure, return on investment, and market performance. Accounting professionals, business managers, and operational consultants will turn to Bragg's peerless guide again and again to assess a host of organizational performance standards. From the Back Cover Praise for *Business Ratios and Formulas A Comprehensive Guide* "With the thousands of measurements available to the corporate manager, this publication filters them based on usefulness and the type of business manager. More importantly, the helpful examples along with cautions to consider when using the measurements display the years of experience Steven possesses in real-world application of such tools." —Richard B. Lanza, CPA-CITP, CFE, PMP Cash Recovery Partners, LLC "Mr. Bragg takes business analysis one step further, providing an invaluable reference asset for both financial and nonfinancial professionals. The reader will be impressed with the extremely organized manner in which Bragg presents each chapter, allowing the reader to navigate independently, simplifying a sometimes overwhelming process." —Jodi Nefzger, CPP Director of Finance Masonic Home of Missouri "Steve's book is an extremely comprehensive compilation of valuable measurements for gauging and managing any business, including both financial and nonfinancial parameters and at several different levels. His unique way of explaining each measurement, presenting each formula, giving a fairly comprehensive example, then including cautions on its use is especially valuable. Anyone concerned about maximizing their business and monitoring performance will find this book quite valuable." —Robert C. Johnson, CPA Greeneville, Tennessee "Steve Bragg has created a useful, relevant guide to applying performance measurements across the organization. His practical explanations and examples should enable managers to apply sophisticated performance measures in a straightforward manner. This book will be a great tool for process improvement. It should be well received by managers, accountants, and consultants." —Clint Davies Principal BerryDunn About the Author Steven M. Bragg, CPA, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst Young and auditor at Deloitte. He is the author of over thirty books primarily targeted toward corporate financial leaders (controllers, treasurers, and CFOs) and their needs. Bragg received a master's degree in finance from Bentley College, an MBA from Babson College, and a bachelor's degree in economics from the University of Maine.