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## **ROBINSON KEY**

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Accounting and Finance  
for Non-specialists Basic  
Books

This edition of 'Accounting  
and Finance for Non-  
Specialists' provides  
comprehensive coverage

of the basic concepts and  
practical applications of  
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management accounting  
and financial  
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Learn the Basics* Taylor &  
Francis

This brilliant value multipack offers two best selling texts at one unbeatable price. Frances Brassington's Principles of Marketing 3e ( ISBN: 0273657917) is offered alongside Accounting and Finance for Non-Specialists (ISBN: 0273679627) by Peter Atrill.

A Decision-Making Approach McGraw Hill Professional Accounting and Finance for Non-finance Managers Accounting and Finance for Non-specialists Pearson

Education  
**An Introduction** Kogan Page Publishers  
 This multipack consists of Atrill & McLaney: Financial Accounting for Non-Specialists 4th Edition (ISBN 0273679627) and access to the Atrill & McLaney: Financial Accounting for Non-Specialists OneKey online resources. Now in its fourth edition, this successful text introduces the basic principles and underlying concepts of accounting and finance. It adopts a practical, non-

technical approach, making it the ideal text for students from non-accounting disciplines. The text is written from a 'user' perspective, demonstrating ways in which accounting statements and financial information can be used to improve the quality of decision making.  
Accounting and Finance for Non-specialists McGraw Hill Professional  
 This book will provide non-specialist managers and students with a firm understanding of business financial matters. Readers

will study three areas of business finance: financial accounting, managing finance, and management accounting. The book does not teach bookkeeping and accounting, there is no need to have prior knowledge of double-entry bookkeeping. The book provides an understanding of financial statements, budgets, management accounts statements, and interpretation. This is so important if any competent manager, no matter what their field, is

to be able to make effective decisions. By the end of the book, the reader will know how money affects business operations and how they can control finance effectively. The book has been split into chapters with a very simple to follow structure. Chapters will include practical examples and assignments to get some real-world experience, not just theory. The book is written a way that someone with no prior experience will understand. The book is

suitable for those undertaking study in a specialist managerial field, such as marketing, sales, engineering, retail, human resources. The book will be a good reference for a professional who is already a manager of a department looking to grasp a better understanding of business finance. A business owner with the responsibility to oversee financial matters will also find this book very useful. Anthony Dixon has studied Business Management at

the University of Derby. He has been a company director and financial controller of a small limited company in the haulage industry. He has written a number of books in the business and property investment field. ACCOUNTING AND FINANCE FOR NON-SPECIALISTS, 10/E 12 MONTHS. Pearson Education  
Finance is key to every business organisation as well as outside. This book makes sense of the finance world from a non-finance perspective. It

introduces, explains and demystifies essential ideas of business finance to those who do not have financial background or training. Lucid, accessible, yet comprehensive, the book delineates the financial workings of businesses and offers an overview of corporate finance in the global context. The volume: Contains effective tools for financial communication, monitoring, analysis and resource allocation; Provides important learning aids such as

figures, tables, illustrations and case studies; Highlights fundamental concepts and applications of finance; Surveys global corporate practices, recent trends and current data. This updated second edition contains new sections on Tax Planning, including Income Tax and Goods and Services Tax in India. A guide to building financial acumen, this book will be a useful resource for executive and management development programmes (EDPs & MDPs) oriented

towards business managers, including MBA programmes. It will benefit business executives, corporate heads, entrepreneurs, government officials, teachers, researchers, and students of management and business, as well as those who deal with finance or financial matters in their daily lives.

Accounting and Finance for Non-Specialists/Accounting Dictionary Pearson  
AN INTRODUCTION TO FINANCIAL REPORTS--

WITH NEW TACTICS FOR BUDGETING AND PINPOINTING KEY FINANCIAL AREAS  
Financial decisions impact virtually every area of your company. As a manager, it's up to you to understand how and why. Finance for Nonfinancial Managers helps you understand the information in essential financial reports and then shows you how to use that understanding to make informed, intelligent decisions. It provides a solid working knowledge of: Basic Financial

Reports--All about balance sheets, income statements, cash flow statements, and more  
Cost Accounting--Methods to assess which products or services are most profitable to your firm  
Operational Planning and Budgeting--Ways to use financial knowledge to strengthen your company  
Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look

for these innovative design features to help you navigate through each page: Key Terms: Clear definitions of key terms and concepts Smart Managing: Tactics and strategies for managing change Tricks of the Trade: Tips for executing the tactics in the book Mistake Proofing: Practical advice for minimizing the possibility of error Caution: Warning signs for when things are about to go wrong For Example: Examples of successful change-management tactics Tools: Specific

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 Now in its sixth edition, this successful text introduces the basic principles and underlying concepts of accounting and finance. It adopts a practical, non-technical approach, making it the ideal text for students from non-accounting disciplines. The text is

written from a 'user' perspective, demonstrating ways in which accounting statements and financial information can be used to improve the quality of decision making.  
*Accounting and Finance for Non-Specialists with Webct Pin Card* Pearson Education  
 Financial reports speak their own language, and managers without a strong finance background often find themselves bewildered by what is being said.  
 Finance for NonFinancial



Managers helps managers become familiar with essential financial information, showing them how to "speak the language of numbers" and implement financial data in their daily business decisions. In addition, it clarifies how and why financial decisions impact business and operational objectives.

**Accounting and Finance for Non-specialists**

Kogan Page Publishers

Readers get tips and insight regarding what to look for when reading

financial statements, how businesses measure profitability, how to stay on top of the budgeting process, and how to track cash flow.

Kogan Page Publishers  
Financial Management for Non-Financial Managers is an accessible, practical and easy to understand guide that will allow any manager to gain confidence in understanding financial matters, managing a budget and dealing with bankers, accountants and finance professionals. A source of invaluable

expert advice on all the essential aspects of financial management within the context of running a business, it covers: business structures, accounting and financial statements, analysis and ratios, planning, budgeting, product and service costing, setting selling prices, investment appraisal, finance and working capital, taxation and international transactions. This book explains financial literacy in the context of management, showing

how improved awareness of finances can lead to increased value creation and protection for your business. Aimed at the practicing business manager, *Financial Management for Non-Financial Managers* includes case studies, spreadsheets and worked examples to accompany key skills and practices explained in the book. *"Principles of Marketing" with "Accounting and Finance for Non-Specialists"* Pearson Numbers don't lie-when you know how to read

them. Frustrated by financial statements? Dread the budget process? *The Essentials of Finance and Accounting for Nonfinancial Managers* is here to help. This new edition of a business classic demystifies finance and accounting and gives managers the tools they need make better decisions. Packed with fresh insights and the latest information on accounting regulations, international accounting practices, and global business trends, the book reveals how to: \*

Understand the fundamentals of financial analysis, budgeting, and forecasting \* Interpret balance sheets, income/cash flow statements, and annual reports \* Sift through conflicting data to find the most relevant figures \* Locate key information about competitors and suppliers \* Analyze variances and calculate break-even points and other vital measures \* And much more Expanded case studies and practice exercises reinforce the lessons and let you

strengthen your skills. Imagine the impact when you grasp not only what the numbers mean-but how you can use that intelligence to drive your business forward.

**The Essentials of Finance and Accounting for Nonfinancial Managers**

Amacom

Have you recently been promoted? Are you starting a new business? Do you suddenly find that you need to know more about finances than you ever expected, but have no time for formal

training? If so, you need Accounting and Finance for the Non-Financial Executive. Whether you are a newly promoted middle manager or executive, a marketing manager of a small company, an entrepreneur, or own your own business, your results will be measured in dollars and cents. You need to know the basics of finance and accounting to make sound business decisions and become successful. Shim shows you the strategies for evaluating investment

decisions such as return on investment analysis. You will see what you need to know, what to ask, which tools are important, what to look for, what to do, and how to do it. Easy to read and useful, the book presents many practical examples, illustrations, guidelines, measures, rules of thumb, graphs, diagrams, and tables that make comprehending the subject easy. Accounting and Finance for the Non-Financial Executive prepares you for additional managerial

responsibilities. You will be better equipped to prepare, appraise, evaluate, and approve plans to accomplish departmental objectives. You will be able to back up your recommendations with carefully prepared financial support. Whether they are based on marketing, production, or personnel, by learning how to think in terms of finance and accounting you can intelligently express your ideas.

*for non-specialists Teach Yourself*

Now in its 10th edition,

Accounting for Non-Accountants provides the perfect introduction to the basics of accounting and finance. Designed for non-specialists with little or no background in accounting, it guides readers through the maze of financial terms and accounting concepts and techniques in a clear and easy-to-follow style. Updated for 2015, Accounting for Non-Accountants includes information on the new UK GAAP accounting standards as well as an overview of current international standards,

and is structured to provide in-depth understanding in three key areas: annual accounts (including income statements, balance sheets, cash flow and reporting standards); management accounting (costing, marginal costing and budgetary controls); and financial management (including the cost of capital, working capital, investment appraisal and performance analysis).

*Accounting and Finance for Non-Specialists with Accounting Generic Occ*

*Pin Card* Sourcebooks, Inc.  
This Value Pack consists of Accounting and Finance for Non-Specialists, 5/e by Atrill/McLaney and Penguin Dictionary of Accounting, 2/e (ISBN: 9781405887953)  
*Accounting and Finance for Non-Specialists with Accounting Dictionary*  
Financial Times/Prentice Hall  
"Filled with crystal-clear examples, the book helps you understand: balance sheets and income/cash flow statements; annual reports; fixed-cost and variable-cost issues;

financial analysis, budgeting, and forecasting; and much more"--Back cover.  
Accounting and Financial Fundamentals for NonFinancial Executives  
Financial Times/Prentice Hall  
This package includes a physical copy of Accounting & Finance for Non-Specialists, Tenth Edition, by Peter Atrill and Eddie McLaney as well as access to the eText and MyLab Accounting. To access the eText and MyLab Accounting you need a course ID from

your instructor. The 10th edition of this market-leading text offers an accessible, effective introduction to key accounting and finance topics. If you are new to accounting, or are studying a degree in accounting, this book will help you get to grips with the important principles of accounting and how to apply your learning to real-world business scenarios in a user-friendly manner.  
Accounting and finance Teach Yourself  
In the current

environment of cut-throat competition, razor-thin profit margins, and increasing scrutiny from stakeholders, mastering the fundamentals of financial management is a must for everyone with a stake in their companies and in their own professional futures. Packed with step-by-step examples and illustrative case studies, and updated to reflect the latest trends in the economy and in financial policy, *Finance and Accounting for Nonfinancial Managers* is a nuts-and-bolts guide for

managers, entrepreneurs, seasoned executives, teachers, and students alike. Featuring new commentary on corporate accountability, updated interactive templates, study questions, and an online instructor's guide, this new edition covers all the key aspects of financial management. [Accounting and Finance for Non-Finance Professionals](#) Financial Times/Prentice Hall *Accounting and Finance for Managers* is specifically designed for the needs of MBA, EMBA

and MA Business and Management students. It includes worked examples throughout the chapters, as well as real-world scenarios and full exercises at the end of each chapter. The book also includes 'Expert view' notes, which encourage students to think more broadly and present them with further issues to consider. For lecturers, the book begins with an indication of how the course material throughout the book might be divided over different time periods.

Providing coverage of basic bookkeeping, readers will learn how to interpret financial statements and grasp underlying theory, interpret a cash budget and identify potential problems, identify appropriate pricing strategies to fit different markets and products/services and incorporate financial evaluation into operational decision

making and problem solving. Online supporting resources for this book include bonus chapters covering topics such as cash flow, investment decisions and business planning, and lecture slides for each chapter.

**Finance for Non-Financial Managers in a Week: Teach Yourself**

Amacom Books  
Now in its fifth edition, this successful text introduces the basic

principles and underlying concepts of accounting and finance. It adopts a practical, non-technical approach, making it the ideal text for students from non-accounting disciplines. The text is written from a 'user' perspective, demonstrating ways in which accounting statements and financial information can be used to improve the quality of decision making.

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