



Winning Business: How to Use Financial Analysis and Benchmarks to Outscore Your Competition

RICH GILDERSLEEVE

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Today's business environment is a competition, and business managers need the right game plan if they want to win. Successful businesses do a lot of the same things well. They track inventories, expenses, growth, break-even units, margins, employee turnover, compensation plans, return on training, sales, earnings per employee, and a host of other statistics. But to win in business, managers need to do more than track these benchmarks. They need to improve results.

Winning Business provides the benchmarks business managers should track. It shows managers how to calculate each benchmark, AND presents ways to improve their results. In short, this book provides a company with a blueprint for success. Each benchmark produces a value that managers can track over time to monitor the impact on their operations. To help managers evaluate their performance, it provides industry-wide benchmarks that list the results retailers, manufacturers, and even publishers should target.

Winning Business provides benchmarks for:

- Managerial accounting
- Sales and marketing
- Employee benefits
- Financial performance
- Market indicators
- Inventory analysis
- Many others

Included FREE is a full, multimedia version of Winning Business. The CD-ROM includes Winning Business MultiMedia in Adobe pdf (Portable Document Format) file format for Win 95/98/NT 3.51 or above, Mac System 7.5 or higher, UNIX, and other platforms. You'll get all 257 tips from the book complete with their workable equations.

BONUS for Windows 95, 98, NT 3.51 or above users: Financial Analysis Calculator, Version 1.1.0. With this free program, you can enter your company's financial statement information and watch as the program automatically performs all of the ratio calculations for you. In an instant, you can have a vast array of critical performance characteristics mapped out for you.

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