



Key Management Ratios (Financial Times Series)

By Ciaran Walsh

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Editorial Review

From the Back Cover

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Business ratios count. They are the tools we manage by and the rules we're measured by. *Key Management Ratios* cuts straight to the measures that matter, shows what they are and outlines how they link together to drive your business. Its clarity of explanation and unique visual presentation take the fear out of management ratios and make these critical financial tools accessible to every manager.

From earnings per share and cash flow to return on investment and sales to fixed assets ratios, this popular classic guides managers through the key ratios at the heart of business performance and practice. If you can apply these essential financial measures with confidence, you will be able to achieve better returns on your investments, develop more focussed long-term strategies and make more effective decisions.

This popular classic will help you operate the levers of management with speed and confidence every time.

About the Author

Ciaran Walsh is Senior Specialist Finance at the Irish Management Institute, Dublin. He is trained both as an economist and an accountant and had 15 year's industry experience before joining the academic world. His work with senior managers over many years has enabled him to develop his own unique approach to training corporate finance. As a consequence, he has lectured in most European countries, and the Middle East. His main research interest is to identify and computerize the links that tie corporate growth and capital structure into stockmarket valuation.

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