



Executive Finance and Strategy: How to Understand and Use Financial Information to Set Strategic Goals

Ralph Tiffin

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Many strategies are explained as actions that will achieve the desired goals or visions of the company, but in order to predict the success of your strategy it is vital to gain an understanding of how it will impact on the financial statement. Executive Finance and Strategy works on the premise that financial models can clearly demonstrate where a particular strategy might lead, enabling you to evaluate past accounts and statements in order to respond to recent company history. It also explains how company law and ethics underpin financial statements and clarifies your responsibilities as a senior manager or director. By using finance as a record keeper and predictor of success, it helps you quantify your strategy to gain support from colleagues and take the right actions to ensure sustainable growth.

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