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About the author John Tennent is co-author of The Economist Guide to Business Modelling and The Economist Guide to Cash Management. He is an accountant, who for the past 20 years has been involved in training and consultancy with firms such as Unilever, BOC, BAE, Kraft, Thomson Corp, BT, St Gobain and EMI.

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Extensively revised to reflect the dramatic shifts and consolidation of the financial markets, the seventh edition of this highly regarded book provides a clear and incisive guide to a complex world that even those who work in it often find hard to understand. With chapters on the markets that deal with money, foreign exchange, equities, bonds, commodities, financial futures, options and other derivatives, it looks at why these markets exist, how they work and who trades in them, and it gives a run-down of the factors that affect prices and rates. Business history is littered with disasters that occurred because people involved their firms with financial instruments they didn't properly understand. If they had had this book they might have avoided their mistakes. For anyone wishing to understand financial markets, there is no better guide.

Recent market turbulence makes it abundantly clear how important it is to understand the key markets. This book is the definitive guide to why different markets exist, how they operate, and how they are interrelated. Extensively revised and updated, the new Fifth Edition of Guide to Financial Markets brings the reader up to date with the latest developments in financial instruments and provides a clear and incisive guide to this increasingly complex world. With chapters on the markets that deal with money, foreign exchange, equities, bonds, commodities, futures, options, and other derivatives, this new edition looks at why these markets exist, how they work, and who trades in them, and provides a rundown of the factors that affect prices and rates.

Managers are constantly expected to make decisions fully understanding the financial consequence. In the absence of formal training few people are prepared for the responsibilities of dealing with management reports, budgets and capital proposals, and find themselves embarrassed by their lack of understanding. This book is a practical guide to understanding and managing financial responsibilities: 'how to assemble a budget', 'how to read variances on a report', 'how to construct a proposal to invest in new equipment'. By taking the actual things that managers have to do, each chapter explores the range of principles that can be applied, illustrate practical ways the principles are used and provide guidance for implementation. The book will help the reader understand financial jargon, financial statements, management accounts, performance measures, budgeting, costing, pricing, decision-making and investment appraisal. This second edition has been fully revised and expanded with detailed examples from around 100 leading businesses around the world.

The 4th Edition of this benchmark book updated to help both professional and casual investor achieve their goals. Supported by numerous charts and detailed analysis, The Economist

Guide to Investment Strategy outlines how to construct investment strategies appropriate for individual investors. It looks at the risks and opportunities of uncomplicated strategies and it comes with wealth-warnings for those who wish to explore more sophisticated and fashionable investment approaches. It emphasizes the importance of taking into account insights from behavioral analysis as well as the principles of traditional finance. It highlights how habitual patterns of decision-making can lead any of us into costly mistakes, and it stresses how markets are most dangerous when they appear to be most rewarding.

Financial markets play a hugely important role in the modern economy and globalisation of them markets continues apace. Electronic trading has led to exponential year by year growth in trading on the money and foreign exchange markets. And billions of dollars-worth of derivatives in all kinds of new and fancy - and often almost incomprehensible - forms are created and sold daily. Stock markets have bubbled and burst, proving that their performance can never be taken for granted and giving the bond market a fillip. This book provides a brilliantly clear guide to this complex world that even those who work in it often find hard to understand. With chapters on the markets that deal in money, foreign exchange, equities, bonds, commodities, financial futures, options and other derivatives, it looks at why these markets exist, how they work and who trades in them, and it gives a run-down of the factors that affect prices and rates.

In today's volatile, complex and fast-moving business world, it can be difficult to gauge how sound a company really is. An apparently strong balance sheet and impressive reported profits may be hiding all sorts of problems that could even spell bankruptcy. So how do you: Know whether a company is well run and doing well? Decide which ratios and benchmarks to use to assess performance? Work out if a company has massaged its results? Recognise the danger signs on the corporate horizon? Compare companies operating in different sectors or countries? These and many other important questions are answered in a completely updated and revised sixth edition of this clear and comprehensive guide. It is aimed at anyone who wants to understand a company's annual report, judge a customer's creditworthiness, assess a company's investment potential, and much more.

Economics is all around us, essential to every aspect of our lives. But just how much does the average person understand about what Economics is for, how it underpins crucial decisions taken every day and how it has, and continues to, evolve? Step forward The Economist's official guide to Economics, written with the clarity and wit for which the newspaper is renowned and featuring bite-sized overviews of the most important economic ideas, concepts and terms. If you need to understand why a country's balance of payments is such a big deal, whether deflation is always a bad thing, or exactly why John Maynard Keynes or Milton Friedman were so influential, then dipping into this A-Z Guide will provide the answers. Primer, glossary, dictionary and guide, Economics offers everything you always wanted to know about Economics, but perhaps were afraid to ask.

The world of finance can be a minefield for the unwary. Without training, very few managers are prepared for the challenges of dealing with management reports, budgets and capital proposals, and find themselves embarrassed by their lack of understanding. This classic book, now in its third edition, supplies a step-by-step guide to the whole territory: 'how to assemble a budget', 'how to read variances on a report', 'how to construct a proposal to invest in new equipment'. By examining the actual things that managers have to do, each chapter explores the range of principles that can be applied, illustrates practical techniques and provides general guidance. The book will help the reader understand financial jargon, financial

statements, management accounts, performance measures, budgeting, costing, pricing, decision-making and investment appraisal. New material brings this edition up to date with chapters on crowdfunding and the influence of global uncertainty on the best-laid financial plans.

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