



Business and Financial Models

By Clive Marsh

Kogan Page Ltd. Paperback. Condition: New. 272 pages. A good business model should describe how an organization creates and delivers value. A vital tool for business strategy, it enables a company to experiment with different ideas and scenarios in a safe, low-risk environment, to consider what it is aiming to achieve, and to prioritize accordingly. Financial modeling involves building a financial evaluation from a more abstract business model, enabling hypotheses and scenarios to be translated into numbers. Business and Financial Models provides an accessible introduction to these essential strategic practices, with guidance on using Microsoft Excel for projection and analysis. The book goes through the process of building the model from the initial phase of formulating questions through modeling cash flow, budgets, investment appraisal and dashboard tools for monitoring performance. With case studies and online templates, Business and Financial Models includes coverage of new visual thinking techniques, and how these can be incorporated into conventional business modelling. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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