



Mastering Financial Management: A step-by-step guide to strategies, applications and skills (Financial Times Series)

By Clive Marsh

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One basic assumption of profit making organisations is the maximisation of shareholders' wealth, and sound financial management plays a major role in this. It is a very wide subject requiring knowledge of aspects of accounting, taxation, management, finance, capital management, investment appraisal, risk management, pricing, dividend policy, financial mathematics and strategic financial management.

This book is targeted at those professionals who have taken over a strategic planning position but who have no knowledge of all aspects of financial management. It is also designed to help those studying for professional qualifications in finance and banking subjects. It provides a step-by-step guide from the basics elements of financial management through to advanced strategic financial management. It also covers the ACCA and ICAEW financial management syllabus.

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Whether a financial professional or a business entrepreneur, you'll need to have knowledge of all aspects of your company's finances. You will have to be aware of organisational strategy as well as being responsible for providing an environment where your business can succeed.

Mastering Financial Management is a comprehensive guide for all those who need to know about financial management. Written both for professionals as well as those seeking qualifications in finance and banking, this step-by-step guide will teach you strategies, applications and skills and show you how to plan, make decisions, control financial resources and deliver real shareholder value.

Mastering Financial Management:

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- Uses worked financial examples, mathematical formulas and case studies to explain the role of financial management
- Accommodates the post-recession financial climate
- Gives you free access to a comprehensive online dictionary of banking and finance at www.pearson-books.com/financialmanagement

About the Author

Clive Marsh runs HeathMarsh, a research and development, and training organisation. He's a chartered banker and a Fellow of the Chartered Institute of Management. He has a MA in Strategic Financial Management and has worked for a range of organisations including Shell, IBM, Gap Gemini and Nat West.

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