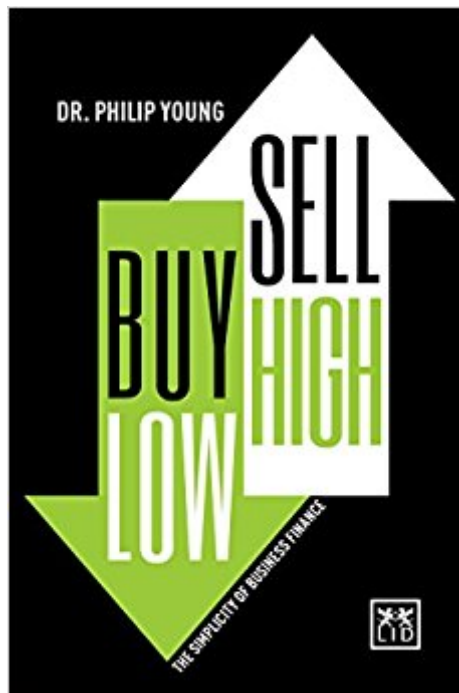




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# Buy Low, Sell High: The Simplicity Of Business Finance (Concise Advice)



## Synopsis

Financial acumen is essential for the success of all business people, whether they are in a small start-up or a global corporation. *Buy Low, Sell High* is a compact finance book dedicated to helping non-financial people understand business finance easily and painlessly. Written by an experienced and popular teacher of finance to thousands of non-financial managers and professionals around the world, it explains all the key financial terms and concepts in a simple manner. In so doing, it shows the main connections between what people in the operations of a business do and the financial performance of their company. Concise, intuitive and designed for great accessibility, this is the dream-book for all who want a quick and motivating read on finance to improve their acumen on this critical subject.

## Book Information

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## Customer Reviews

This book is a gem! It is a concise and practical review of key financial metrics and how they create shareholder value. The section on how everyone at all levels and functions of a company can help to improve its financial performance is particularly insightful. (James A. Runde, Advisory Director and Former Vice Chair of Investment Banking, Morgan Stanley) Phil is one of the best educators in the elite Google Business Academy faculty. This book is built from the same core as the material that he uses so successfully in enhancing the financial acumen of our GBA participants. (Amelie Villeneuve, Head of Business Leadership Development, Google)

Dr. Philip Young is a corporate education consultant and former MBA professor with over 30 years of experience in the design and delivery of business seminars and training programs in finance, strategy and marketing. His primary focus is on courses in finance for non-financial managers.

This book is a business "must read". An outstanding, succinct guide that everyone, no matter what their role, should read to build their financial business acumen. Dr. Phil taught programs across IBM which garnered top reviews. In this book, you get the best from the best.

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