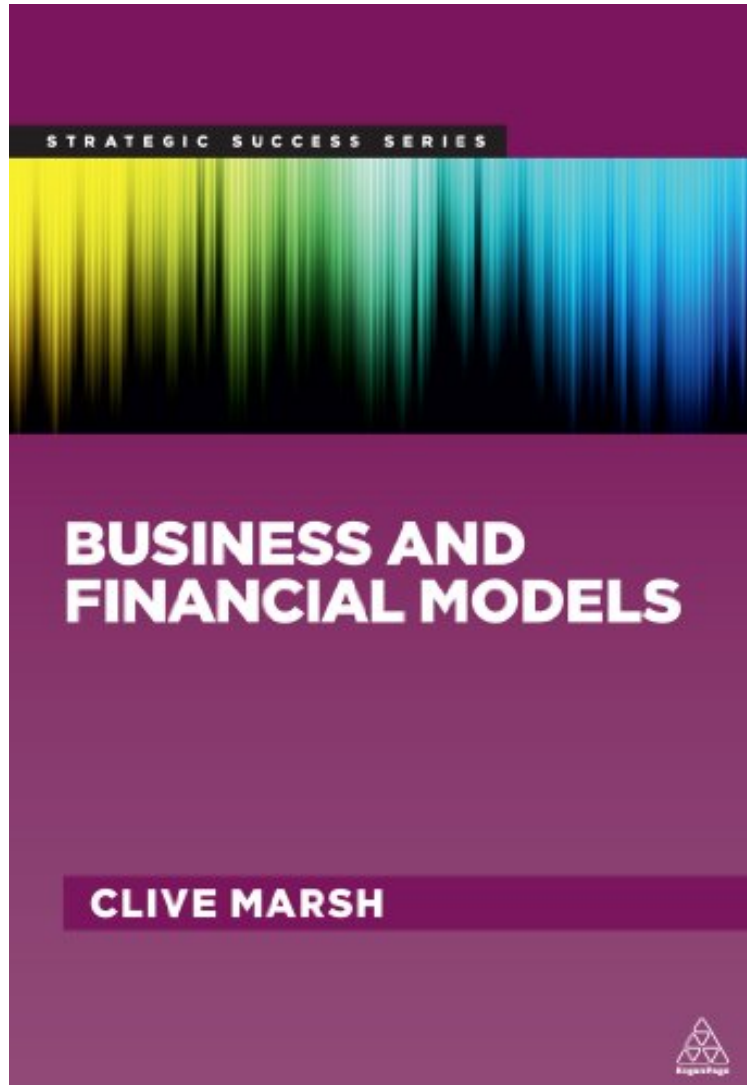


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Business and Financial Models (Strategic Success)

Clive Marsh

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Clive Marsh : Business and Financial Models (Strategic Success) before purchasing it in order to gage whether or not it would be worth my time, and all praised Business and Financial Models (Strategic Success):

A good business model should describe how an organization creates and delivers value, meaning that financial modelling is a vital tool for business strategy, allowing hypotheses and scenarios to be translated into numbers. 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. 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 takes you through the process of building your model from the initial phase of formulating questions through modelling cash flow, budgets, investment appraisal and 'dashboard' tools for monitoring performance. Ideal for both small and large companies, *Business and Financial Models* also includes coverage of new visual thinking techniques, like Structured Visual Thinking, and how these can be incorporated into conventional business modelling.

"An excellent book that explains how to visualise and create pertinent and accurate business models within the current economic context. Clive has drawn a straight line from visual thinking and defining the critical questions through to creating useful and relevant financial business models."