

The McGraw Hill 36 Hour Course Finance For Non Financial Managers 3 E McGraw Hill 36 Hour Courses

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Strategic Management - Gregory G. Dess
2009-02

The Millionaire Real Estate Investor - Gary Keller 2005-04-07
"This book is not just a bargain, it's a steal. It's filled with practical, workable advice for anyone wanting to build wealth."—Mike Summey, co-author of the bestselling *The Weekend Millionaire's Secrets to Investing in Real Estate*
Anyone who seeks financial wealth must first learn the fundamental truths and models that drive it. *The Millionaire Real Estate Investor* represents the collected wisdom and experience of over 100 millionaire investors from all walks of life who pursued financial wealth and achieved the life-changing freedom it delivers. This book--in straightforward, no nonsense, easy-to-read style--reveals their proven strategies. *The Millionaire Real Estate Investor* is your handbook to the tried and true financial wealth building vehicle that rewards patience and perseverance and is available to all--real estate. You'll learn: Myths about money and investing that hold people back and how to develop the mindset of a millionaire investor How to develop sound criteria for identifying great real estate investment opportunities How to zero in on the key terms of any transaction and achieve the best possible deals How to develop the "dream team" that will help you build your millionaire investment business

Proven models and strategies millionaire investors use to track their net worth, understand their finances, build their network, lead generate for properties and acquire them *The Millionaire Real Estate Investor* is about you and your money. It's about your financial potential. It's about discovering the millionaire investor in you.

Advertising - Michael F. Weigold 2020
" Added an opening paragraph describing chapter coverage (in all chapters). A new vignette focused on Shakira's Activa ad. Updated the section that uses Coke to demonstrate the benefits of branding. Updated the timetable of advertising history. Simplified the historical eras to focus on five: early age, industrial age, golden age, postindustrial age, and global interactive age. Updated the references to Internet tools that enhance teamwork"--

Finance and Accounting for Nonfinancial Managers - Samuel C. Weaver 2001-05-22
J. Fred Weston provides managers and executives with the information they need to understand essential accounting principles, from vocabulary and financial statements to cash flow and valuation. Covering balance sheets, income statements, reporting measures, and even essential ratios, this practical, in-depth book provides a one-stop, reference for all aspects of finance and accounting, and will help managers take essential steps toward making informed decisions based on the numbers they face every

business day.

Six Sigma for Managers - Greg Brue

2005-06-05

Six Sigma for Managers is a practical overview on how to implement Six Sigma practices in everyday business. Emphasizing straightforward explanations instead of complex charts and statistics, it shows managers how to map processes, measure smart, and follow other Six Sigma principles.

Finance for Nonfinancial Managers, Second Edition (Briefcase Books Series) - Gene Siciliano
2014-08-29

AN INTRODUCTION TO FINANCIAL REPORTS--
WITH NEW TACTICS FOR BUDGETING AND
PINPOINTING KEY FINANCIAL AREAS

Financial decisions impact virtually every area of your company. As a manager, it's up to you to understand how and why. Finance for Nonfinancial Managers helps you understand the information in essential financial reports and then shows you how to use that understanding to make informed, intelligent decisions. It provides a solid working knowledge of: Basic Financial Reports--All about balance sheets, income statements, cash flow statements, and more Cost Accounting--Methods to assess which products or services are most profitable to your firm Operational Planning and Budgeting--Ways to use financial knowledge to strengthen your company Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: Key Terms: Clear definitions of key terms and concepts Smart Managing: Tactics and strategies for managing change Tricks of the Trade: Tips for executing the tactics in the book Mistake Proofing: Practical advice for minimizing the possibility of error Caution: Warning signs for when things are about to go wrong For Example: Examples of successful change-management tactics Tools: Specific planning procedures, tactics, and hands-on techniques

Case Studies in Finance - Robert F. Bruner
1994

Essentials of Investments with S&P card +

Connect Plus - Zvi Bodie 2009-10-08

This textbook emphasizes asset allocation while presenting the practical applications of investment theory. The authors have eliminated unnecessary mathematical detail and concentrate on the intuition and insights that will be useful to practitioners throughout their careers as new ideas and challenges emerge from the financial marketplace.

Fundamentals of Financial Management - James C. Van Horne 1990

Essentials of Business Law - Anthony Liuzzo
2019

Corporate Finance Demystified 2/E - Troy Adair
2011-01-07

The simple way to master corporate finance The math, the formulas, the problem solving . . . does corporate finance make your head spin? You're not alone. It's one of the toughest subjects for business students—which is why Corporate Finance DeMYSTiFieD is written in a way that makes learning it easier than ever. This self-teaching guide first explains the basic principles of corporate finance, including accounting statements, cash flows, and ratio analysis. Then, you'll learn all the specifics of more advanced practices like estimating future cash flows, scenario analysis, and option valuation. Filled with end-of-chapter quizzes and a final exam, Corporate Finance DeMYSTiFieD teaches you the ins-and-outs of this otherwise confounding subject in no time at all. This fast and easy guide features: An overview of important concepts, such as time value of money, interest rate conversion, payment composition, and amortization schedules Easy-to-understand descriptions of corporate finance principles and strategies Chapter-ending quizzes and a comprehensive final exam to reinforce what you've learned and pinpoint problem areas Hundreds of updated examples with practical solutions Simple enough for a beginner, but challenging enough for an advanced student, Corporate Finance DeMYSTiFieD is your shortcut to a working knowledge of this important business topic.

Finance for Non-financial Managers - Philip Ramsden 2002

Finance for non-finance managers is an area of

business which has grown significantly in profile over the years. This book provides contemporary information, along with a step-by-step approach to a number of topics including: basic terminology; profit and loss; cash flow; variance analysis; capital investment; and personal finance.

The McGraw-Hill 36-Hour Course: Online Marketing - Lorrie Thomas 2011-01-07

A crash course on the most dynamic marketing platform today! Online marketing has evolved far beyond flashy websites and banner ads shouting at customers about your product. It's about using an array of Internet tools to build credibility and visibility, spread your message, and form meaningful customer relationships. The McGraw-Hill 36-Hour Course: Online Marketing puts you on the fast track to harnessing the power of the Web for your marketing goals. It begins with planning and building a website and then provides in-depth coverage of essential online marketing tools and techniques, such as: Content marketing and blogging Social media marketing Web analytics Search Engine Optimization (SEO) E-mail marketing Online Public Relations Earn a Certificate of Achievement Through A Free Online Examination! The McGraw-Hill 36 Hour Course: Online Marketing spells it all out in easy-to-understand terms and actionable steps. You're already on your way to Web marketing mastery!

The McGraw-Hill 36-Hour Course: Project Management, Second Edition - Helen S. Cooke 2010-09-17

Schedule and coordinate projects seamlessly, start to finish! In today's ultracompetitive world of business, those in charge want results on time and on budget--and they're turning to project managers to deliver. Skilled project managers are in high demand, and the profession is growing at an unprecedented rate. The McGraw-Hill 36-Hour Course: Project Management, Second Edition, combines expert insight, advice based on realworld experience, and the latest developments into a single, concise package. In the span of 36 hours, you'll learn how to: Plan, launch, manage, and close projects Build the best team for each project Shape and drive a project using effective leadership Manage quality, costs, time, and risk Deploy the latest

project management technologies Complete with chapter-ending self-tests and a comprehensive online final exam, The McGraw-Hill 36-Hour Course: Project Management, Second Edition, provides the guidance you need to manage any project under any conditions.

Business Law and Strategy - Sean P. Melvin 2020

"Legal strategies act as a springboard for businesses to gain competitive advantages, identify opportunities to reach goals, and create value in the firm. Business managers are increasingly tasked with understanding the basics of legal strategy and recognizing which strategies tie into their business needs and influence their decision making. Because today's students are tomorrow's business managers and owners, empowering them with knowledge of business law and the basics of legal strategy provides a strong foundation for their future success in the business world"--

Analysis for Financial Management - Robert C. Higgins 2009

"Written with enthusiasm and dedication, Analysis for Financial Management, 9th edition, presents Financial Management in a clear and conversational style that both business students and non-financial executives comprehend." -- Book Jacket.

Behavioral Finance: The Second Generation - Meir Statman 2019-12-02

Behavioral finance presented in this book is the second-generation of behavioral finance. The first generation, starting in the early 1980s, largely accepted standard finance's notion of people's wants as "rational" wants—restricted to the utilitarian benefits of high returns and low risk. That first generation commonly described people as "irrational"—succumbing to cognitive and emotional errors and misled on their way to their rational wants. The second generation describes people as normal. It begins by acknowledging the full range of people's normal wants and their benefits—utilitarian, expressive, and emotional—distinguishes normal wants from errors, and offers guidance on using shortcuts and avoiding errors on the way to satisfying normal wants. People's normal wants include financial security, nurturing children and families, gaining high social status, and staying true to values. People's normal wants, even

more than their cognitive and emotional shortcuts and errors, underlie answers to important questions of finance, including saving and spending, portfolio construction, asset pricing, and market efficiency.

The McGraw-Hill 36-Hour Course: Organizational Development - Stephen Balzac
2010-10-15

Take a crash course in one of today's most important business skills--organizational development! Change comes fast, and the most successful organizations are prepared to handle it before impact; they act, not react. How are they able to do this? With a solid grounding in organizational development. The McGraw-Hill 36-Hour Course: Organizational Development is a skill-building guide to one of the most important functions in business today. In no time, you'll be able to recognize patterns of organizational behavior that are detrimental to your organization, and you'll have the skills to envision and drive the type of change your company needs. Concise, engaging, and filled with quizzes to help you reinforce lessons learned, this crash course offers the knowledge you need to: Address problems with your company's culture Hire the best people for your needs Set goals and move your team to action Motivate your people to envision change Institute meaningful change in how your company functions Change can be your company's best friend. You just have to manage it with skill. The McGraw-Hill 36-Hour Course: Organizational Development puts you on the fast track to face today's, not yesterday's, challenges. [Bookkeeping For Dummies](#) - Lita Epstein
2011-05-09

Accurate and complete bookkeeping is crucial to any business owner, but it's also important to those who work with the business, such as investors, financial institutions, and employees. People both inside and outside the business all depend on a bookkeeper's accurate recordings. [Bookkeeping For Dummies](#) provides the easy and painless way to master this crucial art. You'll be able to manage your own finances to save money and grow your business. This straightforward, no-nonsense guide shows you the basics of bookkeeping—from recording transactions to producing balance sheets and year-end reports. Discover how to: Outline your

financial road map with a chart of accounts Keep journals of cash transactions Set up your computerized books Control your books, your records, and your money Buy and track your purchases Record sales returns and allowances Determine your employee [is "employee" necessary here?] staff's net pay Maintain employee records Prepare your books for year's end Report results and start over Produce an income statement Complete year-end payroll and reports This guide features tips and tricks for managing your business cash with your books and also profiles important accounts for any bookkeeper. There's no question that bookkeepers must be detail-oriented, meticulous, and accurate. [Bookkeeping For Dummies](#) shows you how to keep track of your business's financial well-being and ensure future success!

The McGraw-Hill 36-Hour Course: Real Estate Investing, Second Edition - Jack Cummings
2010-08-06

A complete curriculum for profiting in today's tough market! Opportunities abound in the real estate market. In order to find the best investments, though, you need to understand the changes brought on by the turbulence of recent years. Bringing you completely up to date on today's market, The McGraw-Hill 36-Hour Course: Real Estate Investing offers a fast-paced but thorough and well-rounded education on profiting in real estate. Revealing secrets previously reserved for industry insiders, veteran Jack Cummings offers the knowledge you need to get moving right away. This three-day "crash course" provides checklists and proven insider tips on how to: spot the hot properties of tomorrow calculate potential profits before investing increase property values make offers and counteroffers find the best sources of financing Get tips and advice from a true industry insider and start building your fortune now with The McGraw-Hill 36-Hour Course: Real Estate Investing.

Accounting for Non-accountants - Wayne Label
2006

A guide for businesspeople covers such essentials as financial statements, balance sheets, liabilities, assets, and income statements. **The McGraw-Hill 36-Hour Course: Operations Management** - Linda Brennan

2010-09-17

Take a crash course in boosting operational efficiency! Whether a business manufactures trucks, delivers packages, or sells coffee, it lives and breathes on its operations. Without exception. Ensuring smooth, efficient processes is a challenging task--but the rewards are immense. The McGraw-Hill 36-Hour Course: Operations Management puts you on the fast track to bolstering and managing the effectiveness of your organization's operations. Complete with exercises, self-tests, and an online final exam, this virtual immersion course in operations management teaches you how to: Evaluate and measure existing systems' performance Use quality management tools like Six Sigma and Lean Production Design new, improved processes Define, plan, and control costs of projects Take this in-depth course on operations management and put your vision into action. This is the only book on the syllabus. Class begins now!

The McGraw-Hill 36-Hour Course: Finance for Non-Financial Managers 3/E - H. George Shoffner 2011-01-14

Make simple sense of complex financial information! The high-profile accounting scandals of recent years have made one thing clear: You can't know too much about the company for which you work. What are the numbers? Where do you find them? How do they affect you and your staff? This fully revised and updated third edition of The McGraw-Hill 36-Hour Course: Finance for Nonfinancial Managers provides a firm grasp on what all the numbers really mean. Designed to let you learn at your own pace, it walks you through: The essential concepts of finance, so you can ask intelligent questions and understand the answers Vital statements and reports, with sections on pro forma financial statements and expensing of stock options The auditing process--what is measured, how it's measured, and how you can help ensure accuracy and completeness With chapter-ending quizzes and an online final exam, The McGraw-Hill 36-Hour Course: Finance for Nonfinancial Managers serves as a virtual professor, providing the curriculum you need to crunch the numbers like a pro!

Career Killers/Career Builders - John M. Crossman 2017-04

John Crossman's Career Killers/ Career Builders is based off his most requested speech, which is The Top 5 Ways to Get Fired and The Top 5 Ways to Keep From Being Fired. See link here: https:

//www.youtube.com/watch?v=qknXgDpr0mY

John's passion is helping college students and young professionals reach their potential by avoiding the most dangerous life choices that can cause them to ruin their careers. This book has a wide audience, anyone from the ages 18-31, and the people that employ them. The book is not meant for just people in business, it is meant for any professional. What John has seen, on a national level, is a need for additional training resources for the millennial group on core aspects of being a professional. This book helps them lead a healthy and successful life.

Information Technology for Manufacturing -

Kevin Ake 2003-11-24

The rate of change in manufacturing today is faster than ever. Retailers and consumers demand flexibility and responsiveness, regulatory oversight is on the rise, and increasing consolidations require companies to demonstrate cost and efficiency improvements. Information Technology for Manufacturing describes how IT can help manufacturers e The McGraw-Hill 36-Hour Course Product Development - Andrea Belz 2010-12-01

Learn the Secrets Behind World-Class Product Development In a world overloaded with new products and services, making a single offering stand out is a Herculean task. Or is it? Market leaders are developing innovative processes that all but guarantee the success of their new products--and now their secrets are available to you. The McGraw-Hill 36-Hour Course: Product Development gives you the critical edge in a product-saturated world. Presenting the most current marketing tools and best practices, it provides proven methods behind successful product development, along with case studies from the most creative companies of our time--Apple, Google, Cisco, Toyota, Pixar, and many others. In less than a week, you'll be an expert on: Creating a value proposition that motivates a customer to buy your new product Protecting intellectual property to sustain a competitive advantage Creating a budget and securing the capital you need Managing the design,

fabrication, integration, and delivery processes
Master the essentials of product development
Maximize your study time Measure your progress with chapter tests and a free online exam Earn a Certificate of Achievement online
Designed as an easy, self-paced "course" complete with chapter-ending quizzes and an online final exam, The McGraw-Hill 36-Hour Course: Product Development puts you on the fast track to making your dream product a success.

The McGraw-Hill 36-Hour Accounting Course, 4th Ed - Robert L. Dixon 2007-06-25
Quickly get up-to-speed in all basic accounting principles and procedures and apply that knowledge to real-world financial decisions and requests The McGraw-Hill 36-Hour Accounting Course has been the gold standard for anyone looking for a fast, no-nonsense primer in all the fundamentals of financial, managerial, and tax accounting concepts. Now thoroughly revised and updated, the fourth edition features new coverage of the technological developments in the field, the recent sweeping tax reforms, and the latest Financial Accounting Standards Board pronouncements. The McGraw-Hill 36-Hour Accounting Course offers such up-to-date coverage as: Complete analysis of the current trends in computer hardware and accounting software Coverage of current tax issues, such as the revision of tax rate structure, new deductions and credits for higher education costs, and taxation of Social Security benefits New test problems throughout to help you gauge your progress, as well as a final exam that can earn you a Certificate of Achievement Complete with a doable study plan, The McGraw-Hill 36-Hour Accounting Course is your fast track to easily mastering the essentials of accounting in the shortest time possible.

The McGraw-Hill 36-hour Accounting Course - Robert L. Dixon 1993

The book that has made accounting accessible to tens of thousands of managers--in just 36 hours of self-paced study--is back in a new edition that guides readers over the altered business terrain of the '90s. Features an array of learning enhancements, including a study plan, self-tests, a 100-question final exam, and more. 12 illustrations.

The McGraw Hill 36 Hour Six Sigma Course -

Greg Brue 2004-07-22

Learn the essentials of Six Sigma in just 36 hours The McGraw-Hill 36-Hour Six Sigma Course provides you with the knowledge you need to understand, implement, and manage a Six Sigma program. This detailed yet accessible guide explores 10 essential Six Sigma tools for manufacturing along with other core components of a Six Sigma program.

Applied Corporate Finance, 4th Edition - Aswath Damodaran 2014-10-27

Aswath Damodaran, distinguished author, Professor of Finance, and David Margolis, Teaching Fellow at the NYU Stern School of Business, have delivered the newest edition of Applied Corporate Finance. This readable text provides the practical advice students and practitioners need rather than a sole concentration on debate theory, assumptions, or models. Like no other text of its kind, Applied Corporate Finance, 4th Edition applies corporate finance to real companies. It now contains six real-world core companies to study and follow. Business decisions are classified for students into three groups: investment, financing, and dividend decisions.

Accounting Demystified - Leita Hart 2005-10-10

There's no easier, faster, or more practical way to learn the really tough subjects Accounting Demystified provides you with a working knowledge of accounting basics, covering financial, cost, budget, and tax accounting. This self-teaching guide comes complete with key points, background information, quizzes at the end of each chapter, and even a final exam. Simple enough for beginners but challenging enough for advanced students, this is a lively and entertaining brush-up, introductory text, or classroom supplement.

Finance for Strategic Decision-Making - M. P. Narayanan 2004-04-26

Finance for Strategic Decision Making demystifies and clarifies for non-financial executives the basics of financial analysis. It shows how they can make important financial decisions that can critically enhance their institution's ability to respond to competitive challenges, undertake new projects, overcome financial setbacks, and most importantly, create shareholder value. Written by

M. P. Narayanan and Vikram K. Nanda—two of the country's leading authorities on financial strategy—this book offers a practical guide for using financial analysis to enhance strategic decision making. The book includes a coherent framework that outlines practical and intellectually sound guidance for executives who must make strategic decisions. Finance for Strategic Decision Making Explains the role of finance in corporate strategy Offers guidance on resource allocation decisions Explores how to determine the right balance of debt and equity capital to maximize firm value Demonstrates how to use payout policy as a strategic tool Clarifies if a merger, acquisition, or divestiture is in the best interest of an organization Shows how to manage risk Reveals how to measure value created and the effectiveness of upper level management

The McGraw-Hill 36-Hour Course In Finance for Non-Financial Managers, Second Edition - Robert Cooke 2004-02-04

A fully revised guidebook on the basics of accounting-- updated to cover an increasingly complex financial arena In the wake of recent accounting scandals, most managers now realize they need to know more about the inner workings of finance. Many, however, don't know where they will find the time. The McGraw-Hill 36-Hour Course in Finance for Non-Financial Managers is designed to give readers a working mastery of all finance essentials in just 36 hours and has now been updated to help readers understand the substantial regulatory and practical changes that have taken place in the new world of business accounting. This hands-on workbook delivers its information in accessible and reader-friendly style, including self-study questions and case studies for each chapter. Information new to this edition includes: Key updates to generally accepted accounting principles (GAAP) Sections detailing what auditing is and what auditors do Entirely new sections on pro forma financial statements, stock options as an expense, and more

The McGraw-Hill 36-hour Course in Finance for Nonfinancial Managers - Robert A. Cooke 1993-01-01

For many business managers, dealing with financial figures can be the most difficult part of the job.

Manager's Guide to Operations

Management - John Kamauff 2009-10-09

The secrets to improving operations while maintaining the highest quality How do you operate at maximum efficiency with minimum cost? Manager's Guide to Operations Management addresses one of the most pressing business issues of our time by offering easy-to-implement advice on creating the most effective, streamlined operations possible. This quick-reference guide explains how to: Improve your production processes Boost quality using the Six Sigma approach Manage supply chains and inventory Forecast, plan, and schedule efficiently With Manager's Guide to Operations Management, you have the tools you need to ensure a smooth, steady work flow while producing products and services of the highest quality—the secret to business success.

Engineering Economic Analysis - Donald G. Newnan 1991

Dynamic Business Law: The Essentials - Lucien Dhooge 2012-01-05

Dynamic Business Law: The Essentials is appropriate for the one-semester Business Law course. It contains the basics of business law but does not get bogged down in the kind of details that are more appropriate in an upper-level law class. The text provides an examination of the basic questions, concepts, and legal rules of business law. Emphasis on the BUSINESS in business law. Dynamic Business Law: The Essentials emphasizes the tie of legal issues back to the core business curriculum. This will help both students and faculty. Faculty need to know how this is integrated as they are constantly 'defending' the inclusion of this course in the business curriculum. And students need to understand how the concepts tie to their future business careers. Emphasis on TEACHING. Many professors teaching this course are attorneys first and academics second. They do not have a lot of time to prepare or think about how to apply this information effectively for their business students. Dynamic Business Law: The Essentials contains a helpful instructor's manual, particularly for the many adjuncts teaching this course. Emphasis on CRITICAL THINKING. Neil Browne, one of the co-authors of this text, has written a successful

text on critical thinking. His framework is included in *Dynamic Business Law: The Essentials* as well - to help students learn how to frame and reframe a question/issue. Critical thinking questions are also included at the end of each case, to tie in this component even further.

The McGraw-Hill 36-Hour Course: Finance for Non-Financial Managers 3/E - H. George Shoffner 2010-12-16

Make simple sense of complex financial information! The high-profile accounting scandals of recent years have made one thing clear: You can't know too much about the company for which you work. What are the numbers? Where do you find them? How do they affect you and your staff? This fully revised and updated third edition of *The McGraw-Hill 36-Hour Course: Finance for Nonfinancial Managers* provides a firm grasp on what all the numbers really mean. Designed to let you learn at your own pace, it walks you through: The essential concepts of finance, so you can ask intelligent questions and understand the answers Vital statements and reports, with sections on pro forma financial statements and expensing of stock options The auditing process-what is measured, how it's measured, and how you can help ensure accuracy and completeness With chapter-ending quizzes and an online final exam, *The McGraw-Hill 36-Hour Course:*

Finance for Nonfinancial Managers serves as a virtual professor, providing the curriculum you need to crunch the numbers like a pro!
Corporate Finance - Stephen A. Ross 2002

The McGraw-Hill 36-Hour Course In Finance for Non-Financial Managers, Second Edition - Robert A. Cooke 2004-02-22

A fully revised guidebook on the basics of accounting-- updated to cover an increasingly complex financial arena In the wake of recent accounting scandals, most managers now realize they need to know more about the inner workings of finance. Many, however, don't know where they will find the time. *The McGraw-Hill 36-Hour Course in Finance for Non-Financial Managers* is designed to give readers a working mastery of all finance essentials in just 36 hours and has now been updated to help readers understand the substantial regulatory and practical changes that have taken place in the new world of business accounting. This hands-on workbook delivers its information in accessible and reader-friendly style, including self-study questions and case studies for each chapter. Information new to this edition includes: Key updates to generally accepted accounting principles (GAAP) Sections detailing what auditing is and what auditors do Entirely new sections on pro forma financial statements, stock options as an expense, and more