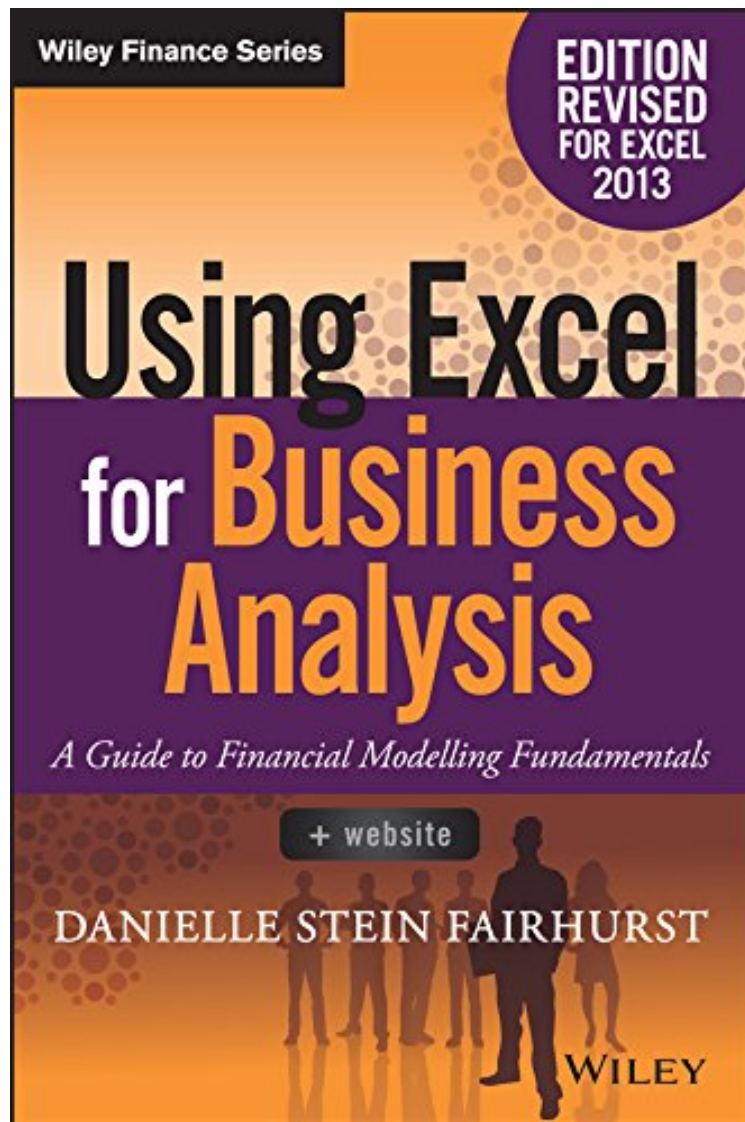


[Mobile book] Using Excel for Business Analysis: A Guide to Financial Modelling Fundamentals (Wiley Finance)

Using Excel for Business Analysis: A Guide to Financial Modelling Fundamentals (Wiley Finance)

Danielle Stein Fairhurst

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Danielle Stein Fairhurst : Using Excel for Business Analysis: A Guide to Financial Modelling Fundamentals (Wiley Finance) before purchasing it in order to gage whether or not it would be worth my time, and all praised Using Excel for Business Analysis: A Guide to Financial Modelling Fundamentals (Wiley Finance):

1 of 2 people found the following review helpful. Four StarsBy CustomerEasy to follow instructions and the online help was great.6 of 7 people found the following review helpful. Nothing Special, ReallyBy ChrisAn overpriced and

irritating read. After reading the first few chapters I knew that I would learn nothing new. The author frequently makes her own definitions for things and brushes with extremely broad strokes. Needless to say this has little to do with the practice of financial modeling and everything to do with a beginners excel guide. The first red flag was the beginning where the author states the definition of a financial model is frequently misunderstood then proceeds to define it terribly as "a complex spreadsheet." LOL. How does that simplify or clearly define a financial model at all???

Immediately after they state: "Whilst (yes they frequently use the word whilst, Australian) it does need some definition, a financial model can be pretty much be whatever you need it to be." Omg. This demonstrates an extremely limited understanding of the books entire premise. Another issue I have is that the author frequently refers to Excel for Mac and translates every command into Excel for Mac 2011 terms. Not only does this demonstrate how dated this book is, but more importantly.. Who writes a book about a MS application on a Mac?? If anything, contain your excel for Mac talk on to an appendix. Don't cite two keyboard shortcuts for every command as most rational people will not use the very different and limited excel for Mac and the practice is not conducive to learning. It's bad enough to do the first but doing the second just demonstrates ignorance. If she spent more time learning and teaching the material instead of finding the keyboard shortcuts for her sub-par software version you may have learned something about excel instead of just stating the obvious and listing an obscure use for a command. There really isn't any teaching in this book. There is just shallow pontificating, self-promotion, and obvious information. You would get better descriptions using excels online help or just the screentips for crying out loud. There isn't any explanation or reasoning or real world examples, just a run through definition and obscure, unhelpful example. They say it is updated for excel 2013 but it really isn't, as I said earlier the author is like a parrot repeating every hot key in excel for Mac which is incredibly annoying and completely backwards to write a book about a Microsoft application on an apple operating system. So few real analysts would do that. I dare someone to count how many times excel for Mac 2011 is mentioned in this book, updated for 2013 my foot. In addition to using the word whilst and constantly talking about an obscure version of the software the author shamelessly self promotes by storing all the books online information on her consulting business website. Most ethical books would direct you towards the publishers page, which there is one, but I believe she went back and changed all the references to her consulting business page and added new references just to pound her url into your head. Aside from my rant, the book has some value and you will learn a little bit about financial modeling and what all those little buttons in excel do if you can get past the intelligence insults of the first few chapters. I would not expect to find anything past what you would find in a bachelors level corporate finance class and amoderate excel class. Just because it contains 400 pages of crammed text doesn't mean it is anything special. A real academic should know that everything has a very clear and precise definition and that saying that a financial model is whatever you want it to be is ridiculous.

1 of 2 people found the following review helpful. A FANTASTIC EXCEL FINANCIAL MODELING GUIDE!!By COSMIC TRAVELERAre you an Excel user? If you are, then this book is for you. Author Danielle Stein Fairhurst , has done an outstanding job of writing a book that shows you how to use Excel in financial modeling, data analysis and reporting, and budgeting and forecasting. Author Fairhurst, begins by discussing the definition of a financial model, and determines that, at a basic level, a financial model is really just a complex spreadsheet that contains inputs and outputs in a dynamic way. In addition, she explains that when considering the layout and design of a financial model, the important part is the model build. The author also lists the different technical methods of assumption documentation, such as comments, footnoting, hyperlinks, and linked text. Then, she continues by discussing a collection of techniques and strategies commonly used in financial modeling. The author then takes a look at some of the practical tools, functions, and formulas commonly used in financial modeling. Next, she introduces the most useful functions commonly used in financial modeling. In addition, the author looks at the basic formatting, and then more complex custom formatting, conditional formatting, and then form controls, which can be built to help the user interact with the model more easily. She also shows you the basic commonly used tools of hiding and grouping. Then, the author focuses on the use of tools in a financial modeling context. Finally, she covers the different tools that are available in Excel for scenarios and sensitivity analysis. This excellent book covers the often-neglected task of presenting model output. Also, this great book covers some commonly used techniques in modeling, such as escalation, tiering tables, and depreciationshy;how to actually use Excel tools for something useful.

Utilise Excel 2013 capabilities to build effective financial models Using Excel for Business Analysis, Revised Edition provides practical guidance for anyone looking to build financial models. Whether for business proposals, opportunity evaluation, financial reports, or any other business finance application, this book shows you how to design, create, and test your model, then present your results effectively using Excel 2013. The book opens with a general guide to financial modelling, with each subsequent chapter building skill upon skill until you have a real, working model of your own. Financial tools, features, and functions are covered in detail from a practical perspective, and put in context with application to real-world examples. Each chapter focuses on a different aspect of Excel modelling, including step-by-step instructions that walk you through each feature, and the companion website provides live model worksheets that give you the real hands-on practice you need to start doing your job faster, more efficiently, and with fewer errors. Financial modelling is an invaluable business tool, and Excel 2013 is capable of supporting the most common and

useful models most businesses need. This book shows you how to dig deeper into Excel's functionality to craft effective financial models and provide important information that informs good decision-making. Learn financial modelling techniques and best practice Master the formulas and functions that bring your model to life Apply stress testing and sensitivity analysis with advanced conditionals Present your results effectively, whether graphically, orally, or written A deceptively powerful application, Excel supports many hundreds of tools, features, and functions; Using Excel for Business Analysis eliminates the irrelevant to focus on those that are most useful to business finance users, with detailed guidance toward utilisation and best practice.

From the Back Cover
Praise for Using Excel for Business Analysis Revised Edition "Danielle brilliantly manages the balance between business relevance and the necessary technical explanations expected from a book such as this. Her ability to walk in the shoes of the reader and deliver concise practical wisdom is unsurpassed. I highly recommend this book to anyone working with numbers, be it a Chief Financial Officer talking to the board or a Business Analyst starting their career. With Danielle's advice you can transform your career from successful to exceptional."
—Garth Holloway, Managing Director, SixFootFour Consulting "Danielle's expertise and experience shines through in a very readable book, introducing the key concepts and considerations inherent in financial modelling. From novice to advanced modeller alike, readers are presented with many useful tips, tools, techniques, and pragmatic examples to refer to time and time again. Readily digestible, this book plugs a gaping academic hole that illustrates the risks and rewards of taking a spreadsheet by the throat and converting it into a robust, transparent, and flexible decision-making device. It will help you to 'Excel'."
—Liam Bastick, Managing Director, SumProduct, and Excel MVP "Excel is a powerful and underestimated tool in many business environments. Whilst there are a number of books on the market that help explain the countless functions and features of the product, there are few if any that clearly articulate and teach the analyst how to unlock the power of Excel as an analysis and modelling tool for critical business decisions. Filled with easy to follow examples and based on many years of practical experience and education, Danielle Stein Fairhurst's book Using Excel for Business Analysis: A Guide to Financial Modelling Fundamentals has finally bridged that gap with a step-by-step approach to building models that address important real-world business questions."
—Michael Morgan, General Manager, Business Productivity Solutions, Empired Limited
About the Author
DANIELLE STEIN FAIRHURST is the Principal of Plum Solutions, a Sydney-based consultancy specialising in financial modelling and analysis. Her extensive experience as a financial analyst enables her to help her clients create meaningful financial models. She is regularly engaged as a speaker, course facilitator, financial modelling consultant, and analyst. Using Excel for Business Analysis: A Guide to Financial Modelling Fundamentals, Edition Revised for Excel 2013 provides additional resources, explanations, information pertinent to users of older Excel versions, and more on the companion website at www.wiley.com/go/steinfairhurstrevised.