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## Earnings Magic and the Unbalance Sheet: The Search for Financial Reality

## By Gary A. Giroux

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Earnings Magic and the Unbalance Sheet: The Search for Financial Reality, Gary A. Giroux, Praise for Earnings Magic and the Unbalance Sheet "Gary Giroux brings a breezy, entertaining writing style that really helps the reader untangle arcane accounting practices, including stock options, pensions, off--balance sheet items, and the rest of his a dirty thirty.a " --Edward Swanson, Durst Chair and Professor of Accounting, Texas A&M University "Earnings Magic and the Unbalance Sheet provides equity investors with clear explanations of todaya s financial environment together with specific analysis tools to assess the quality of earnings. Gary Giroux provides a valuable and easy--to--use scoring system where investors assign grades to help them in their investment decisions. Earnings Magic is a must--read for any investor in the Dow Jones Industrial Average (Dow 30). Giroux thoroughly analyzes some of the biggest and best known companies." --Andrew McLelland, Assistant Professor of Accounting, Auburn University YOUR KEY TO EVALUATING A COMPANYa S EARNINGS QUALITY Wouldna t you like to know as much as you could about a company before you invest in it? Financial information on companies is readily available, but not necessarily easy to...



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