

## **BUSINESS FINANCE - Podcast - Interview with Emeritus Professor of Finance and Accounting at Cranfield School of Management**

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Do you feel comfortable when the topic changes to business finance in meetings? Do you know your EBIT from your EBITDA? And what are the most relevant financial ratios to see if a business is doing well?



The full interview with David Myddleton, Emeritus Professor of Finance and Accounting at Cranfield School of Management answers these questions and more. A must if you are to ask your CFO the right questions. (Duration of full interview c. 37 minutes).

In the full interview (available for purchase) we discuss:

The sources of funds for a business

Whether cash-flow really is important for a business.

What is a profit & loss account and what you need to include in one.

How you create a balance sheet and what is more important a profit & loss account or a balance sheet.

The financial ratios to look at to see if a business is doing well.

What exactly is working capital and how do you manage it effectively.

How you work out if you product or service line is important and should you be embarrassed if you make too much profit.

What investors look at when they are deciding whether to invest in a business/

Why so many businesses fail in their first 12-months.

The definition of EBITDA and whether it is important or not.

- How you work out what a company is worth.

It is available for purchase from [Roger's store](#).

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