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Unveiling Financial Tactics for Listed Companies《破解上市公司易容術》

Author: Wong Ling, CPA

Language: Chinese

Exclusive offer until 31 December 2010

Investors hardly go into the detail about a company's annual reports and figures. Armed with professional accounting and practical experience, Wong Ling, being an ex-investment banker and a corporate financier, critically examines how those numbers were derived and explain the hidden implications for financial investors.

The author takes readers step by step into the art of financial report analysis by quoting examples of listed companies like Cheung Kong, Café de Coral, U-Right, EganaGoldfield, Moulin Optical and many more. Readers will be able to comprehend "creative accounting" and its gimmicks and become a smarter investor.

Content highlights:

- Hidden accounting gimmicks behind the financial statements
- Exposing "creative accounting" tricks used by listed companies
- Analysis of the financial health of listed companies with illustrative diagrams, charts and practical real-life examples

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