



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

Gary Giroux

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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 'dirty thirty.'"

—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 today'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 COMPANY'S EARNINGS QUALITY

Wouldn'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 interpret.

With shrewd tips and state-of-the-art analytical tools, *Earnings Magic and the Unbalance Sheet* arms you with the key strategies and principles to help you evaluate whether a company's bottom line is headed toward excellence or financial abuse. This eye-opening guide expertly walks you through the tangle of potentially inflated earnings and misleading accounting disclosures to determine a company's financial reality.

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