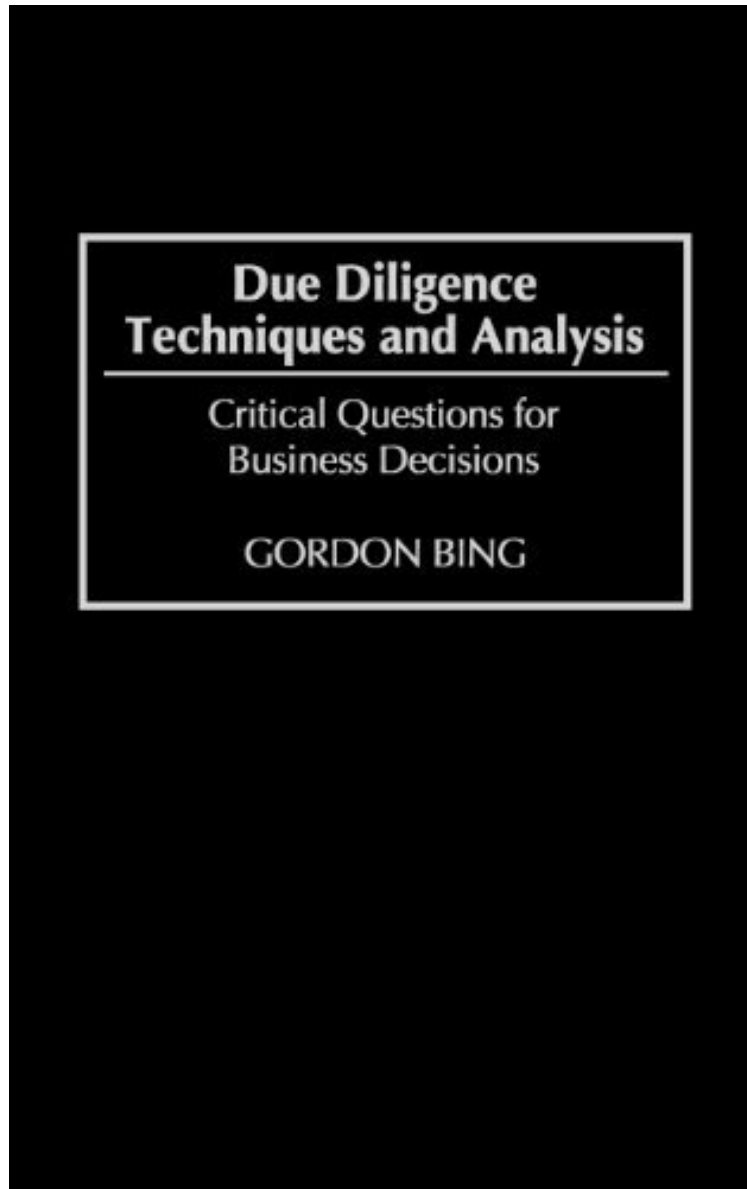


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# Due Diligence Techniques and Analysis: Critical Questions for Business Decisions

*Gordon Bing*

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people we tend to specialize in areas of a company's existence. We also know however, that a successful business is an integrated whole which must be studied considering all aspects simultaneously to have a complete picture. Although probably not the stated purpose of the book, the result is a re-examination of all the important aspects of a business, which should help broaden our perspective as we deal with our business and investment. 0 of 0 people found the following review helpful. Great work, easily readable and subject matter is presented ...By CustomerGreat work, easily readable and subject matter is presented in systematic framework which is amplified and made practical by questions in the appendices that leads a reader by the hand towards fully comprehending preceding text. 67 of 69 people found the following review helpful. An excellent guide to truly understanding the numbersBy A CustomerAs someone who works in investment banking, I can say this book is applicable to much more than just due diligence. It can help an analyst through most financial analysis situations (assuming the user knows the basics of how to use and analyze financial statements). What's best about the book is that it goes beyond the theory and academic stuff and gets down to real "how-to's" and "why's". He goes through every account that would appear on the three major financial statements and explains what to look for in them, how to find the answer if it's not readily apparent, what questions to ask and why the questions are important. He also thoroughly examines off-balance sheet, off-income statement and qualitative items that are essential to analysis. Beware, there are no numbers or examples to work through in this book. This book is quite literally one man's experience and intuition put into written form. If you understand that financial analysis is not as cut-and-dry as looking at well-prepared, fully forthcoming financial statements with all the info you need already given, then this book is just what you are looking for. It helps you get the right numbers to which you can apply meaningful financial analysis.

For buyers of a business or anyone involved in any phase of the due diligence process, Gordon Bing provides a unique, comprehensive, one-volume source of information and guidance. His book will help investors research, evaluate, and understand an existing or proposed business not only from a financial standpoint, but also from equally important nonfinancial standpoints. It provides a full explanation of the due diligence process, including systematic methods to determine the information you need, why you need it, and how to get it. Keyed to each topic, chapter by chapter, is a full list of specific questions that should be asked during due diligence proceedings to be studied beforehand and carried with you as a valuable on-the-spot reference. A unique, practical resource for professionals and a hands-on text for students in business schools and upper division undergraduate courses in mergers and acquisitions. Chapters 1 and 2 discuss how to plan, organize, and conduct due diligence. In Chapter 3, Bing shows how to construct a list of the information and documents you will need. Chapter 4, by MA attorneys James W. Ryan and Robert C. Beasley, deals with the legal aspects, responsibilities, and perils of performing or failing to perform due diligence. From there the book focuses on specific areas of due diligence inquiry?including management, marketing, human resource and other important functions?and helps you develop your own tailor-made investigation best suited to the company you are studying. The book concludes with a unique checklist of all the questions explained earlier?a manual you can study beforehand and then carry with you into meetings on site.

About the AuthorGORDON BING is a Houston-based independent consultant specializing in multi-million dollar acquisitions and mergers in a wide variety of industries since 1978. Prior to 1978 he was vice president of a public company managing an international acquisition and divestment program, and earlier an executive specializing in industrial relations and labor relations management. He is the author of two previous books, Corporate Divestment and Corporate Acquisitions.