



Techniques of Financial Analysis: A Practical Guide to Measuring Business Performance

By *Erich A. Helfert*

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Editorial Review

Review

Dr. Erich Helfert's work has become a classic, and he has been of substantial help to my company with respect to teaching our people how to think about the numbers which drive our company. -- *Robert J. Saldich, President and Chief Executive Officer, Raychem Corporation; July 1997*

Dr. Helfert's book and his teachings go a long way toward removing the mystery from the financial workings of an enterprise. His approach allows managers from all areas of the business to understand how their decisions impact shareholder value. -- *Stephen E. Frank, President and Chief Operating Officer, Southern California Edison; March 15, 1999*

Erich Helfert has contributed to the development of financial skills of TRW managers through his case study preparation and presentations, his book *Techniques of Financial Analysis*, and his instruction. He continues to be included as a highly rated faculty member in TRW's management development programs. -- *Peter S. Hellman, President and Chief Operating Officer, TRW Inc.; May 1996*

Erich Helfert has played an instrumental role in teaching HP managers of both financial and non-financial backgrounds in our long-standing Functional Management Program. His excellent financial overviews and simplified models effectively broaden our managers' understanding and ownership of their fiscal responsibility to HP and our shareholders. -- *Robert P. Wayman, Executive Vice President, Chief Financial Officer, Hewlett-Packard Company; December 1997*

Erich Helfert possesses a rare ability to make financial concepts understandable to individuals who lack a financial background. As a result we had Dr. Helfert conduct shareholder value creation classes for all senior managers, and create a shareholder value course for all other salaried and hourly employees. The results of these efforts exceeded our high expectations. -- *L. Pendleton Siegel, Chairman and Chief Executive Officer, Potlatch Corporation; February 1999*

Erich Helfert's *Techniques of Financial Analysis* is a bona fide treasury for executives, managers and entrepreneurs who need to understand financial management. I have used and recommended this great work in both corporate and university programs for more than ten years. Erich Helfert possesses unique abilities to make clear the arcane that frequently enshrouds topics of financial management. -- *Allen B. Barnes, Provost, IBM Advanced Business Institute; March 1, 1999*

Erich Helfert's writing and teaching have become a mainstay in our 'Renewal Series' at AMOCO. This series, in its third year and directed at the top 3,500 leaders/managers in AMOCO world-wide, is an aggressive approach at helping to transform our culture through the use of early educational interventions that cascade through the organization. Erich's business and strategic sense have been recognized as valuable guides to our process. -- *William H. Clover, Ph.D., Manager of Training and AMOCO Learning Center; January 1996*

We have received favorable feedback from our management team as to the timeliness and importance of the Shareholder Value sessions facilitated by Dr. Helfert for 3M. His ability to make financial concepts understandable to non-financial managers was documented, and his credibility and content added significantly to the success of our educational effort. Shareholder value concepts helped people understand why the recent portfolio reorganization decisions--a significant departure from past practices--were

necessary. -- *Giulio Agostini, Senior Vice President, Finance and Office Administration, 3M Corporation; Sept. 1997*

About the Author

Erich A. Helfert, managing principal of Helfert Associates, is an internationally recognized management consultant in corporate finance, strategic planning, and executive education in financial/economic decision making and shareholder value creation. He gained his professional experience from a combination of distinguished business and academic careers. Dr. Helfert was vice president, corporate planning at Crown Zellerbach Corporation, a major integrated paper and forest products company. Prior to his 20-year corporate career, he served on the faculty of the Harvard Graduate School of Business for 8 years, teaching finance and management control in the MBA program, and consulting with major companies.

A native of the Sudetenland, formerly Austria, he received his BS from the University of Nevada and earned both an MBA (with high distinction) and a DBA (as a Ford Foundation Fellow) at Harvard University. Dr. Helfert writes and lectures extensively in his field, and his books and articles have been published in the US and abroad. His first literary work, *Valley of the Shadow*, a historical novel was published recently.

Dr. Helfert is chairman and co-founder of Modernsoft, Inc., San Mateo, CA, developers of Financial Genome, advanced interactive financial analysis and business modeling software, which is complementary to *Techniques of Financial Analysis*.

Users Review

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Beverly Dyar:

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Madeline Cecil:

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