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Contact:
Sharifah Sharomsah
Publicist, Professional/Trade
+65 6643 8099
skbsharoms@wiley.com

For Immediate Release

How to use Excel® for Business Analysis

The majority of Excel® users is self-taught—they often know some of Excel®'s advanced features such as macros, lookup functions, array formulas, pivot tables, and data management—yet fail to understand how to use them in the context of performing business analysis. Danielle Stein Fairhurst, a Sydney-based consultant specialising in financial modelling and analysis defines *'financial modelling'* as an essential tool for managing risk, planning projects, preparing business proposals, evaluating opportunities, and much more.

According to Fairhurst, she started seeing the term *'financial modelling'* gains popularity in its own right in the early nineties. "When I started financial modelling then, it was not called *'financial modelling'*—it was just "Using Excel for Business Analysis"," says Stein Fairhurst. "It was only after the new millennium that the term *'financial modelling'* gained popularity and became a required skill often listed on analytical job descriptions."

In her new book, ***'Using Excel® for Business Analysis: A Guide to Financial Modelling Fundamentals'*** presents how a spreadsheet can fulfill a variety of purposes, for example, setting out a business case, evaluating potential opportunities, or building reports and models using Excel. The book is designed for professionals of all backgrounds and levels of experience looking to become familiar with financial modelling, whether they are seeking to improve their skills to perform better in their current role, or getting a new and better job.

This concise, step-by-step guide covers both the essential concepts behind financial modelling and the practicalities of performing complex analysis. It describes key strategies for minimising errors, rebuilding an inherited model and offers other techniques for ensuring accurate robust models.

'Using Excel® for Business Analysis' is bundled with a companion site (www.wiley.com/go/steinfairhurst) containing additional materials to supplement the information in the book. More updated materials in the companion site will be available in her company's website at: www.plumsolutions.com.au/using-excel-business-analysis). Stein Fairhurst also conducts online Financial Modelling courses that correspond to the book. For more information, visit: www.plumsolutions.com.au/elearning.

Wiley released the book on 23rd July 2012 in Asia. Visit www.wiley.com/buy/9781118132845 for links to purchase online at Amazon, Kinokuniya, MPHOnline.com or Wiley.com. Excerpts from ***'Using Excel® for Business Analysis'*** are also available for download at this link.

For further information, an author interview or review copy,
please contact Sharifah Sharomsah, Tel: +65-6643-8099, E-mail: skbsharoms@wiley.com

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