



Press Release on behalf of CIMA, Cambridge University Press and Metap Praxis.

## **Financial Management for Business: Cracking the Hidden Code**

**London, 11 October 2010**

[Cambridge University Press](#), [CIMA](#) and [Metap Praxis](#), the business analysis consultancy, today announce the launch of a new business finance book, designed to reinforce the lessons learnt from the financial crisis that caused the worst recession since the 1930s. Written by Robert Bittlestone (Chairman of Metap Praxis and author of the award-winning CUP book *Odysseus Unbound: The Search for Homer's Ithaca*), the new book *Financial Management for Business: Cracking the Hidden Code* represents a breakthrough approach to business education. Set against the gripping story of Luca Pacioli's research into the 'Hidden Code' of book-keeping that transformed medieval business and remains at the heart of every modern enterprise, the book presents an innovative step-by-step model that will transform readers' understanding of financial management.

The book accompanies the CIMA and Metap Praxis eLearning course "[Financial Management for Business](#)", which provides individuals at all levels with an intuitive understanding of business finance and commercial skills which can be immediately applied in the workplace to enable better business decisions. The course consists of a series of online simulation models, tests and a CIMA certified assessment and is now accompanied by the new book. Basic concepts of accounting such as profit and loss, cash flow and balance sheets are brought to life with simulations that show how transactions actually flow around a business. Individuals can then test their personal commercial aptitude using the virtual market challenge, experiencing how decisions such as pricing and advertising affect the bottom line and get to grips with the vital and fundamental difference between cash and profit.

Charles Tilley, CEO of CIMA, said:

"The need for an intuitive understanding of business and business jargon is greater today than ever. *Financial Management for Business* is an ideal way for companies to go back to basics and test their understanding in a safe environment - enabling them to act on their strengths and address their weaknesses. The accompanying and highly innovative Business Flight Simulator allows readers to teach themselves, and in taking this approach the author can truly claim to have 'cracked the hidden code'."

Schools and universities can incorporate the book and e-learning course in their existing programmes to boost graduate employment in line with government initiatives and provide a more commercially-savvy workforce of the future. Market-leading higher learning institutions will deliver the course to the corporate sector to ensure better decision making and to help to avoid a repeat of the 2008 financial meltdown.

Further details about the course: [www.fm-fb.com](http://www.fm-fb.com)  
Further details about the book: [www.cambridge.org/9780521762908](http://www.cambridge.org/9780521762908)  
Further details about the qualification: [www.cimaglobal.com/bfs](http://www.cimaglobal.com/bfs)

### **Press inquiries**

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### **Editor's Notes**

#### **CIMA ([www.cimaglobal.com](http://www.cimaglobal.com))**

CIMA (the Chartered Institute of Management Accountants) is the only international accountancy body with a sole focus on business. It is a world-leading professional institute that offers an internationally recognised qualification in management accountancy, focusing on accounting in business, in both the private and public sectors. It is the voice of 172,000 students and members in 165 countries.

#### **Cambridge University Press ([www.cambridge.org](http://www.cambridge.org))**

Cambridge University Press was founded by a royal charter granted to the University of Cambridge by King Henry VIII in 1534. It is the oldest printer and publisher in the world, having been operating continuously since 1584, and is one of the largest academic publishers globally. Its purpose is to further the University's objective of advancing learning, knowledge and research. Throughout its history, the Press has maintained a reputation for innovation and enterprise, through its use of printing technologies, through publishing the latest research, and through supporting the latest methodologies for teaching and learning.

#### **Metapraxi**s ([www.metapraxi.com](http://www.metapraxi.com))

Metapraxi

s is a leading business analysis consultancy specialising in Business Performance Visualisation for global clients. The company has advised the CEOs, CFOs and other decision-makers of over 250 multinational enterprises on how best to define, diagnose, predict and present Board-level management information.