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**The Numbers Tell the Story – But It Helps if You Know How to Listen**  
*New eBook Makes Financial Management Everyone's Business*

**Los Angeles, Calif. (April 28, 2008)**—Threats of a recessionary business environment make reliable financial information more important than ever to people at all levels of the organizational structure. Accurate and current financial reporting enables business leaders to make good decisions, but they need access to the right information in usable formats in order to plan for the future and interpret the past. In his new eBook, *Finance for Administrative Assistants*, financial expert Gene Siciliano provides a basic overview of finance for readers interested in broadening their understanding of financial documents and the inner workings of the finance department.

“This eBook is ideal for administrative assistants and other support personnel whose jobs require them to have a basic knowledge of finance,” says Siciliano, who is also the author of *Finance for Non-Financial Managers* (McGraw-Hill, 2003). “We all rely on the finance department for information. This eBook will show you how to read the reports you will most likely see and how to better understand the information in them so that you are helping to make informed decisions that support your company’s profitability and financial management goals.”

Siciliano’s new eBook, available at [www.GeneSiciliano.com](http://www.GeneSiciliano.com), gives a basic overview of how finance departments work and the information they provide. This provides administrative assistants – and other support personnel who are accountable to those responsible for business results – with the tools they need to provide better support and to enhance their value to the company.

“The value of the finance department is in the information they provide. Employees of all levels, in all departments need financial information in almost every decision they make, though few of them really understand the resources they have available and how to use them,” says Siciliano.

Understanding the basics of finance enables administrative assistants to take financial matters into account when making any sort of business decision – something that should be done in every single department of an organization. The eBook includes interactive exercises that help reinforce the topics. Included are sections on reading financial statements, understanding the difference between cash flow and profits, and the preparation, reporting, and analysis of a budget.

“People who don’t work in finance are often completely intimidated by the financial department and the work they do,” says Siciliano. “The goal is really to demystify finance and make it clear that everyone can – and should – learn the basics.”

For more information about Gene Siciliano, please visit [www.GeneSiciliano.com](http://www.GeneSiciliano.com). To schedule an interview with him, please contact Leyna McKenney at The Ictus Initiative, (617) 840-4689 or [Leyna@IctusInitiative.com](mailto:Leyna@IctusInitiative.com).

*Gene Siciliano, a former CFO and CPA with over 30 years of financial and general management experience, has held top financial management positions with Computer Sciences Corporation, Epson America, and Superscope, Inc., among others. As a consultant, he has acted as Chief Financial Officer for over a dozen companies—both publicly traded and privately owned—earning himself the title “Your CFO for Rent.” A member of the National Speakers Association, Gene is also the author of Finance for Non-Financial Managers (McGraw-Hill, 2003).*

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