



# The New CFO Financial Leadership Manual

By Steven M. Bragg

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## The New CFO Financial Leadership Manual By Steven M. Bragg

The comprehensive guide for CFOs who need an overview of leadership basics from strategies to management improvement tips

Filled with pragmatic insights and proactive strategies, *The New CFO Financial Leadership Manual, Third Edition* is destined to become your essential desktop companion. This thorough guidebook is filled with best practices to help you, as CFO, to improve efficiency, mitigate risks, and keep your organization competitive.

- Includes updated information on the relationship of the CFO with the Treasurer, registration statements and Fedwire payments, acquisitions integration, legal types of acquisitions, and government regulations
- Contains control flowcharts for the main accounting cycles
- Provides new chapters on Investor Relations and Risk Management for Foreign Exchange and Interest Rates
- Features an itemized list of the key tasks every new CFO should complete when first entering the position, a checklist of 100 performance measures, and a detailed discussion of employee compensation plans

The reference CFOs and other financial managers can turn to for quick answers to questions they have as well as to help them plan their financial strategy, *The New CFO Financial Leadership Manual, Third Edition* is mandatory reading for every CFO wanting to play a strategic role in their organization.

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## The New CFO Financial Leadership Manual By Steven M. Bragg Bibliography

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## **Editorial Review**

### **From the Inside Flap**

Years ago, CEOs were satisfied with finance chiefs who could manage Wall Street analysts, implement financial controls, manage initial public offerings (IPOs), and communicate with the board of directors—in short, CFOs who possessed strong financial skills. That business environment has changed dramatically—CFOs are now called on to fill a multitude of roles, including business partner, strategic visionary, communicator, confidant, and creator of value.

Now in a third edition, *The New CFO Financial Leadership Manual* is the blueprint for today's CFO, filled with the best practices to help CFOs improve efficiency, mitigate risks, and keep their organizations competitive.

The *Third Edition* is thoroughly updated and includes:

- Updated information on registration statements and Fedwire payments, acquisitions integration, types of acquisitions, and government regulations, as well as the relationship of the CFO with the Treasurer
- New chapters on investor relations and risk management for foreign exchange and interest rates

A powerful companion guide, *The New CFO Financial Leadership Manual* includes helpful tools such as an itemized list of the key tasks that a new CFO should complete when first entering the position as well as a checklist of performance measures.

Essential topics are covered—from how to increase the company's return on assets to knowing which information technologies to install for a certain type of business—equipping CFOs with a thorough overview of their place in the corporation. In addition, measurement and control systems, financial analysis tools, funding sources, and management improvement tips are included to help provide the greatest possible value to the company.

### **From the Back Cover**

#### **Praise for *The New CFO Financial Leadership Manual, Third Edition***

"This book is an excellent guide for the new CFOs of the world. Seasoned professionals will find it to be an extremely useful reference tool."

—**David Zatlukal**, Treasurer, J.H. Whitney Capital Partners, LLC

"The *Third Edition* offers a comprehensive guide for the new, as well as the incumbent, CFO to successfully perform the vital role of financially informed business partner to the CEO and other management team members. This important manual discusses an encyclopedic collection of critical topics and issues, and supplies tools useful in approaching each. An essential item for the CFO bookshelf."

—**Barrett Peterson**, CPA, Manager of Accounting Standards, Procedures, and Analysis, TTX Company

**Find out how you can make crucial decisions in your role as CFO, especially in today's increasingly competitive, fast-paced, and volatile environment**

*The New CFO Financial Leadership Manual, Third Edition* is essential reading for the CFO needing an overview of strategies, measurement and control systems, financial analysis tools, funding sources, and

management improvement tips.

Filled with pragmatic insights, proactive strategies, and best practices, *The New CFO Financial Leadership Manual, Third Edition* is destined to become the desktop companion you employ to improve efficiency, mitigate risks, and keep your organization competitive.

#### About the Author

**STEVEN M. BRAGG, CPA**, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst & Young and auditor at Deloitte. He is the author of over forty books primarily targeted toward controllers and their needs. He received a master's degree in finance from Bentley College, an MBA from Babson College, and a bachelor's degree in economics from the University of Maine. He is also the author of *Accounting Best Practices* and *Wiley GAAP*, both published by Wiley.

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