

<<首席财政官的角色多元化(英文原版进口)>>

图书基本信息

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## 内容概要

"I believe our finance skills enable us to be great integrators. We are the bridge that connects the organization of today with the vision for tomorrow." STEVE DAVIS, VICE PRESIDENT, DOWNSTREAM BUSINESS SERVICES, EXXONMOBIL CORPORATION

From complexity to simplicity - that's where the CFOs of today's world-class companies are headed. Propelled by globalization and new technology, and recent accounting scandals the CFO's role is shifting dramatically, from that of numbers interpreter to business integrator. What demands will CFOs face now - and in the future? Mastering enterprise-wide integration tools Extracting ROI from technology investments Streamlining finance processes still further Improving analytics and decision support Managing outsourcing and external alliances Ensuring rigorous reporting and transparency

The CFO as Business Integrator addresses all these challenges - and more. It offers timely, practical advice and solutions for reshaping your finance function to exploit real-time information sharing, sophisticated decision support, and true globalization. The book features CFO interviews, original research, case studies, and action plans for creating proactive, value-adding finance initiatives.

作者简介: Cedric Read currently acts as a strategic advisor to SAP on the impact of eBusiness and technology on the finance function. He also works with Atos KPMG, providing consultancy services to CFOs in leading companies ranging from Shell and BP to Diageo and GlaxoSmithKline. Cedric Read served as a management consultant for PricewaterhouseCoopers (PwC) for close to 25 years. In his position as Global Leader of PwC's Financial Management Consultancy, he wrote two books, CFO: Architect of the Corporation's Future and eCFO: Sustaining Value in the New Corporation.

书籍目录

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