Perpustakaan Sekolah Tinggi Ilmu Kepolisian (STIK) >> eBooks

The CFO as business integrator

Read, Cedric

Deskripsi Lengkap: https://library.stik-ptik.ac.id/abstrakpdfdetail.jsp?id=35800&lokasi=lokal

---

Abstrak

The CFO as Business Integrator has a simple, but ambitious goal: to serve as an implementation guide for the CFO?s new finance integration agenda. In our many months of researching this book, we?ve found that executives feel both confused by integration technology and driven to pursue the tantalizing benefits it offers. They want to move from complexity to simplicity, but need a clear integration road map. We believe this book will serve as a trusted, practical companion you can turn to as you shape a fresh new vision for your finance function. In the first book in this series, The CFO: Architect of the Corporation?s Future, we found that CFOs were increasingly involved in strategic planning, particularly in building shareholder value. In the second book, eCFO: Sustaining Value in the New Corporation, we looked at the enormous impact of e-Business on the finance function. With the growth in importance of intangible assets ? brands, intellectual property, and technical expertise ? we found the CFO becoming an internal venture capitalist, helping to launch new enterprises, rethinking value propositions, and managing investments as a portfolio of options.