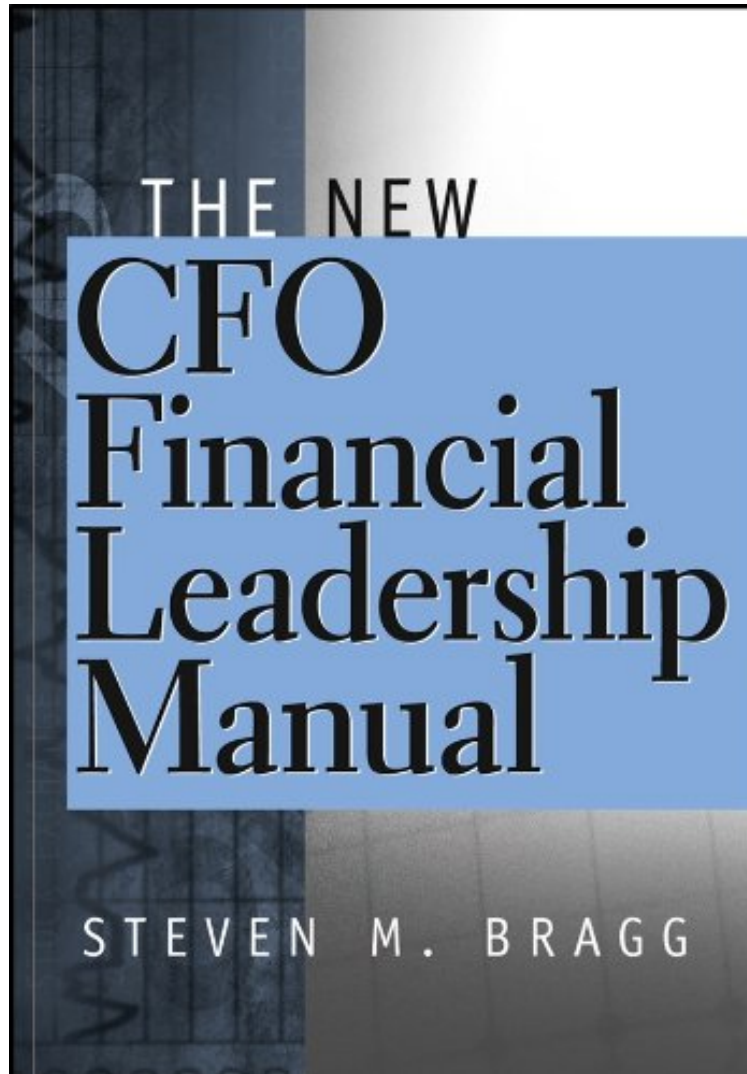


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## The New CFO Financial Leadership Manual

*Steven M. Bragg*

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career. It is very didactic and straightforward. A recommendation for the author: in a future edition, you might consider expanding on the topics of international finance, value based management and corporate restructurings.

Praise for The New CFO Financial Leadership Manual "Steve Bragg has done it again! This manual shows what a CFO needs to do to truly add value. It should be mandatory reading for all CFOs who want to play a strategic role in their organizations." —Janice M. Roehl-Anderson, Partner, Deloitte Consulting "This timely guide will help CFOs master the right thinking and management skills. An effective tool for navigating today's corporate financial waters." —Clint Davies, Principal, Berry, Dunn, McNeil Parker "An excellent reference book and good reading besides. This book is a how-to for new and experienced CFOs. It is one place for new CFOs to get information on how to start in their job as well as continuing reference on many issues—such as personnel, accounting and reporting, banking, credit, taxes, and so on." —Gail W. Sevier, CPA, Member/Manager of MARRS, Sevier Company LLC

From the Inside Flap  
In the modern corporation, a Chief Financial Officer's responsibilities have become as diverse and dynamic as they are important. A CFO must manage day-to-day financial activities as well as the implementation of a long-term fiscal strategy, while also keeping abreast of emerging key issues such as outsourcing, shared services, best practices, and electronic commerce. CFOs require both a thoughtful consideration of the changing nature of their job, along with a reliable step-by-step guide to the procedural nuts and bolts. The New CFO Financial Leadership Manual provides a comprehensive overview of the strategies, measurement and control systems, financial analysis tools, funding sources, and management improvement tips that can deliver the greatest possible value to a company. Financial guru Steven Bragg breaks a CFO's job responsibilities down into six general categories: Strategy Accounting Financial analysis Funding Management Other concerns, such as pension planning and bankruptcy He then devotes several chapters to each area, outlining the critical steps that CFOs must take to ensure not merely survival but prosperity. Bragg identifies financing, computer technology, and taxation as the areas where CFOs have the most dramatic impact on a company, and therefore emphasizes the strategy associated with these responsibilities. He then further delves into detailed functional topics, such as control systems, internal auditing, the Securities and Exchange Commission, capital budgeting, the initial public offering, and risk management. The New CFO Financial Leadership Manual also offers an itemized list of the key tasks that a new CFO should complete when first entering the position, including: Setting up training plans for all employees ing debt agreements Comparing existing transactional systems with a best practices checklist Setting up a cash forecasting system Other resources include a checklist of 100 performance measures, a detailed discussion of employee compensation plans, and guides to improving shareholder value and investor relations. The New CFO Financial Leadership Manual will prove both a comprehensive analysis as well as a handy desk reference that CFOs, controllers, and treasurers will return to time and again.  
From the Back Cover  
Praise for The New CFO Financial Leadership Manual "Steve Bragg has done it again! This manual shows what a CFO needs to do to truly add value. It should be mandatory reading for all CFOs who want to play a strategic role in their organizations." —Janice M. Roehl-Anderson, Partner Deloitte Consulting "This timely guide will help CFOs master the right thinking and management skills. An effective tool for navigating today's corporate financial waters." —Clint Davies, Principal Berry, Dunn, McNeil Parker "An excellent reference book and good reading besides. This book is a how-to for new and experienced CFOs. It is one place for new CFOs to get information on how to start in their job as well as continuing reference on many issues—such as personnel, accounting and reporting, banking, credit, taxes, and so on." —Gail W. Sevier, CPA Member/Manager of MARRS, Sevier Company LLC  
About the Author  
STEVEN M. BRAGG, CPA, CMA, CIA, CPM, CPIM, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst Young. 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 Essentials of Payroll: Management and Accounting, The Controller's Function, Just-in-Time Accounting, and Managing Explosive Corporate Growth, all from Wiley. He resides in Centennial, Colorado.