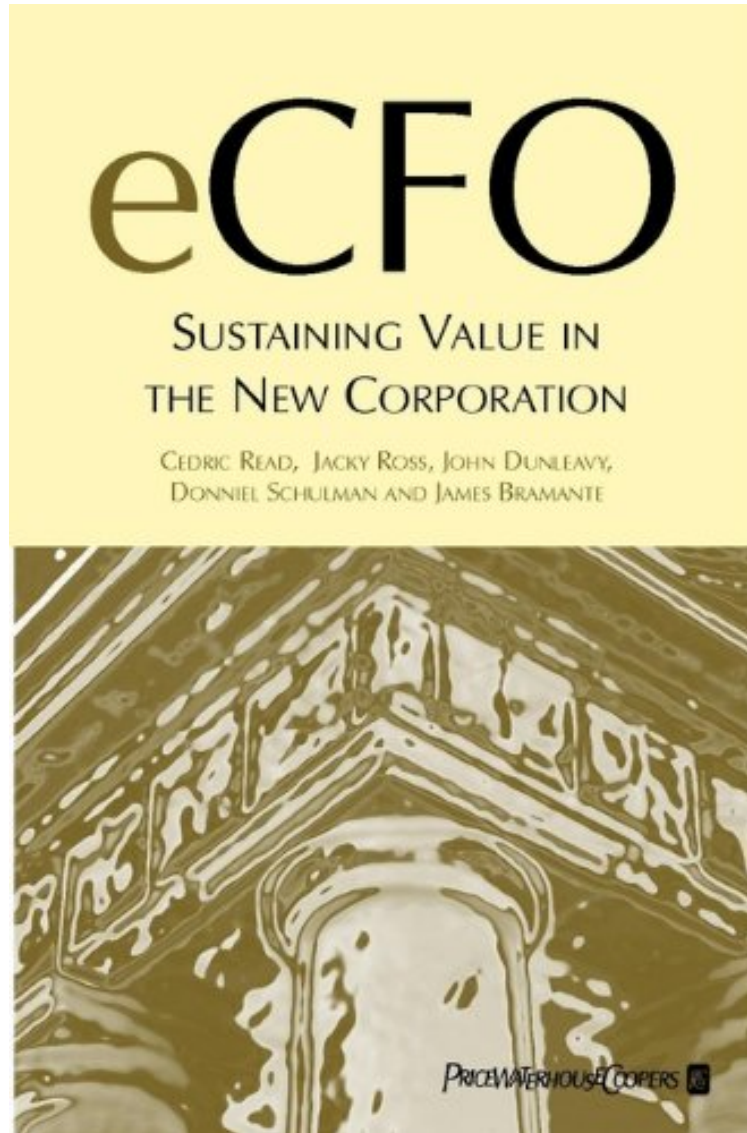


eCFO: Sustaining Value in the New Corporation

Cedric Read, Jacky Ross, John R. Dunleavy, Donniel S. Schulman, James Bramante
**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

#3874027 in eBooks 2008-03-11 2008-03-11 File Name: B001DAB70S | File size: 20.Mb

Cedric Read, Jacky Ross, John R. Dunleavy, Donniel S. Schulman, James Bramante : eCFO: Sustaining Value in the New Corporation before purchasing it in order to gage whether or not it would be worth my time, and all praised eCFO: Sustaining Value in the New Corporation:

5 of 6 people found the following review helpful. Is this a joke?By A CustomerHaving actually been a CFO, I was excited to learn how I might improve on how I do things, challenge any old thinking I had picked up, etc. However, this book says nothing new. In fact, it says almost nothing at all.PwC has assembled a collection of jargon and case studies that are so high-level as to be of no use. I give it one star instead of zero because the eCFO checklists at the end of each chapter are, in fact, useful in terms of giving you some things to think about -- but you don't need to buy the

whole book just for that. Check it out at the library -- better yet, just make photocopies of the checklists. Is this book also an indication of what you get by hiring PwC consultants? 6 of 6 people found the following review helpful. Great book! By Marcelo Suarez Castillo As its predecessor, CFO: The Architect of the Corporation's Future, eCFO continues PwC's collection of financial masterpieces. eCFO provides a major turnaround in the finance function for the 21st century. The new CFO profile will demand a series of capabilities in order to lead companies through the e-world. Technical skills no longer suffice; CFOs are to be great visionaries and good communicators/motivators in their new leadership role. For example, the new finance function has to take into account that budgets no longer work. They inhibit growth and creativity. I particularly liked a comment that said that budgets are an exercise of how small a company wants to be. Instead, the authors suggest using rolling forecasts as an alternative to foster creativity and at the same time control risks/costs. I highly recommend this book. This is the third book I buy from PwC's finance team: CFO, eCFO and In Search of Shareholder Value. 1 of 3 people found the following review helpful. Highly Recommended! By Rolf Dobelli The gang at PricewaterhouseCoopers discusses the chief financial officer's role in the changing corporate landscape. The eCFO is no longer only involved with financial management, but must become an internal venture capitalist, opportunity seeker and risk taker who works closely with the CEO to anticipate trends, recommend new enterprises and manage company investments as a portfolio of financial ventures. The authors draw on in-depth interviews with leading CFOs, case studies, independent research and analysis of the latest best practices. Though charts, bullets and boxes impart a textbook flavor, and the trend material is a little familiar, the book is generally solid and informative. We from getAbstract suggest it to CFOs and CEOs who need that "e" awareness, or to any manager who is trying to drag the boss into the 21st century, or even the 20th.

.. "A guide to a topic no eCFO can afford to ignore..." (Lloyd's List, 16 November 2001) From the Inside Flap "Finance will still exist in the future, but in a very different role... It will be a fascinating place to work because it will be... instrumental in creating whole new businesses..." -- Stephen Hodge, Director of Finance, Royal Dutch/Shell Group E-business is creating a powerful new finance role: the eCFO. Shaped by the huge impact of the Internet, the eCFO will act as an internal venture capitalist, opportunity seeker, and risk taker. Focused on the future, not the past, the eCFO will be a true strategic partner to the CEO -- anticipating industry trends, launching new enterprises, and managing investments as a portfolio of options. Making the transition from CFO to eCFO promises to be exhilarating - and complex. It demands a host of new skills: Developing intangible assets. Valuing Internet businesses. Reinventing resource allocation. Building a "virtual" finance function. And more. eCFO: Sustaining Value in the New Corporation - the sequel to CFO: Architect of the Corporation's Future - offers a practical, timely guide to mastering the enormous challenges facing today's corporate finance managers. Built around in-depth interviews with leading CFOs, case studies, best-practices, and independent research, eCFO is a road map to the future. In its pages, you'll find everything you need to add value and deliver results in today's e-business world. From the Back Cover Soon every business will be Internet enabled and we'll all start dropping the "e" in "e-business." Everything we do is being affected: product creation, customer fulfillment, logistics, planning and, of course, finance. - Olli-Pekka Kallasvuo, CFO, Nokia Among CFOs, there's a universal belief that either you can embrace the Internet, or be victimized by it. This is prompting finance functions to examine how they will transform themselves over time. CFOs have to address the short, intermediate, and longer term impact of the Internet on their companies. - Tom Meredith, Managing Director, Dell Ventures and former CFO, Dell Computer Corporation Undoubtedly e-commerce will have a significant impact on the finance function. Increasing shareholder value in this market means growing the value of your intangibles; at P that includes R marketing and people. - Clayton Daley, CFO, Procter and Gamble The Internet will not wait - it's a cultural, not geographical, phenomenon. It requires substantial investment up front to gain scale fast. The opportunity will not last forever. We have to be represented in as many places, with as many products, as quickly as possible... We think our biggest challenge is one of execution in the face of insurmountable opportunity. - Warren Jenson, CFO, .com CFOs of leading-edge companies in every industry are transforming themselves into eCFOs -- harnessing the power of the Internet to move beyond ERP, "blow up" their budget processes, apply new valuation techniques, and build new businesses. As traditional accounting functions change or disappear, redefining finance's agenda in an e-business world takes on a new urgency. Each chapter of eCFO: Sustaining Value in the New Corporation is introduced by a leading CFO. They, and the authors at PricewaterhouseCoopers, provide an invaluable guide to leveraging e-businesses, offering strategies, tools, action plans and insight.