

<<价值黑洞>>

图书基本信息

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## 内容概要

"My agenda for the future: Beating the competition on a sustainable basis, beating shareholder performance expectations Looking at the broader risk picture, from the sheer weight of regulation to the best possible growth environment Continuing to take out cost, looking again at outsourcing and opportunities for off-shoring." Developing and retaining the very best talent —Nick Rose, CFO, Diageo At a time when business horizons are broadening, regulatory pressures threaten to seriously impede-or even stifle-corporate growth. A timely strategic guide to the rapidly changing world of CFOs and their finance functions, this book explores the opportunities for:

- Leveraging the benefits of risk and regulation
- Balancing centralized control with frontline creativity
- Managing the value of intangibles-customers, brands, R&D
- Forging new support disciplines for decision making and global services
- Developing finance capabilities and skills for innovative business partnering
- Raising the bar for standards of corporate behavior, responsibility, and sustainability
- Creating Value in a Regulated World

is built around richly informative interviews with senior finance executives at more than 40 of the world's best-run companies, from GE and Proctor & Gamble in North America to Diageo and BP in Europe. Through their detailed descriptions of strategies and best practice, you ' ll gain firsthand insight into how global leaders are responding to the biggest, most challenging issues on the finance agenda. 作者简介：Cedric Read currently leads his own consultancy, CCR Partners Ltd, providing specialized consulting advice to CFOs in leading companies. CCR partners maintains a worldwide network of CFOs, known as the Value Network Initiative (VNI). VNI members meet regularly in London, Frankfurt, and New York to share best practice in the finance function.

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