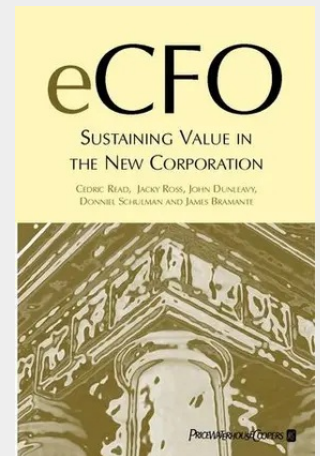


eCFO

Important and groundbreaking financial strategy Recognizing that traditional accounting and financial conventions may no longer provide the CFO with adequate armory to face the challenges of the electronic environment, eCFO takes a bold step forward to examine how modern CFOs must reposition themselves to operate effectively in this new era. Picking up where CFO: Architect of the Corporation's Future left off, this progressive new book provides new models and techniques to help corporations prosper in the twenty-first century. Featuring interviews at the start of each chapter from some of the world's leading CFOs-including Clayton Daly from Procter & Gamble, Tom Meredith from Dell Computers, and John Coombe from Glaxo Wellcome-eCFO draws on their experience to address the key issues they face in the new business environment.

Anknüpfend an den Vorgängertitel "CFO: Architect of the Corporation's Future" behandelt "eCFO" die Position des modernen CFO im neuen E-Business Umfeld. Alte Konventionen im Rechnungs- und Finanzwesen sind überholt; neue Modelle und Verfahren müssen entwickelt werden, damit ein Unternehmen erfolgreich den Schritt ins 21. Jahrhundert schafft. Zunächst wird untersucht, wie das Finanzwesen in modernen Unternehmen das äußerst komplexe und sich ständig wandelnde E-Business Umfeld bewältigt. Ein Kernthema zieht sich durch das gesamte Buch - "Was kommt nach dem Shareholder Value?" Markennamen, Kundenbeziehungen, geistiges Eigentum und Innovation - das alles sind immaterielle Aktiva, die zur Wertschöpfung beitragen. Das Rechnungswesen ist dafür nicht gerüstet. Der enorme Einfluß des Internet und das rasante Wachstum des E-Commerce verlangen neue, flexible Modelle. Jedes Kapitel beginnt mit einem Interview eines der international führenden CFOs, wie z.B. Clayton Daly von Procter & Gamble, Tom Meredith von Dell Computers, John Coombe von Glaxo Wellcome und Nick Rose von Diageo, die von ihren eigenen Erfahrungen und innovativen Ideen berichten. "eCFO" ist eine unverzichtbare Lektüre, ein Regelkatalog für wirkungsvolles Finanzmanagement für jeden modernen Finanzexperten.

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 Pthat includes Rmarketing 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, Amazon.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-businees, offering strategies, tools, action plans and insight.



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