



CFO Techniques: A Hands-on Guide to Keeping Your Business Solvent and Successful

Marina Zosya

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CFO Techniques: A Hands-on Guide to Keeping Your Business Solvent and Successful is a comprehensive and instructive working manual for multitasking chief financial officers and controllers working in the fast-paced commercial environment. Every senior financial professional with an ever-broadening span of control will benefit from this complete outline of the core activities?with specific descriptions of individual tasks?comprising the daily agenda of a successful CFO or controller. It covers everything from traditional responsibilities like budgeting and financial reporting, to more innovative tasks like performance analytics and business strategy development.

While emphasizing specific guidelines on what it takes to excel as a company's head of finance, the book refrains from overwhelming dryness by using cultural references, real-life examples, and a casual tone. With its bite-sized, easy-to-read chapters, *CFO Techniques* serves as both an invaluable desktop reference handbook and a good bedtime read. Whether you need a quick recommendation on treasury procedures, adhering to GAAP, keeping funds safe from embezzlers, or advice on dealing with the CEO, you will find the answers in this book.

- Guides you through CFO/controller core responsibilities, function by function
- Serves as a reference manual on financial matters specific to the small and mid-size commercial environment
- Goes beyond finance and accounting, addressing the administrative and behavioral issues all CFOs occasionally must address

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