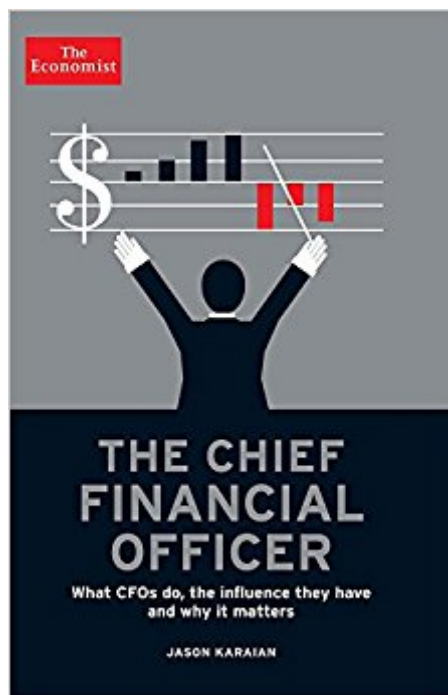


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# The Chief Financial Officer: What CFOs Do, The Influence They Have, And Why It Matters (Economist Books)



## Synopsis

The rapid rise in importance of the role of the chief financial officer "from back-office accountant to front-line executive" is unrivaled by that of any other corporate position. With access to every facet of the business, CFOs now wield a level of influence matched only by chief executives. This book explains how CFOs earned their privileged status, and what the future may hold for them. It describes their ever-expanding role, and how they are reshaping their departments to help them deal with that transformation. Insights from current and former CFOs provide a first-hand perspective on finance leaders' aspirations and doubts. It is a useful reference for finance chiefs seeking to learn from peers and benchmark their own performance; for those looking to build a career in the C-Suite; for managers seeking to improve their relationship with the finance department; for service providers; banks, accountancies and consulting firms "and anyone else who wants to get on the good side of the keeper of the corporate checkbook.

## Book Information

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## Customer Reviews

In a clear and understanding way, this books provide the characteristics that todays CFOs have. It was a very delightful book for me as CFO from a bank to read it. I recommend it. Do not wait to find valuation models or corporate finance strategies because it is not the reason from the book. But if you aspire to became CFO it gives through the experience of others CFO what is really to be this important function this time. A CFO is the brain of a company, is optimistic but realistic, sometimes has a crystal ball with the financial projections, is an advisor and a consultant from other areas, is

skeptical but gives you an alternative, is the right hand of a CEO, and the most trusty advisor, investors want to talk to CFO either than CEO and the board has confidence if the company has a CEO that thinks in growth with passion but has a CFO that thinks in timing and profitability. Finally, CEO defines the objective and CFO draw the path to go there.

The other review is right - it is a book for non-CFOs who want to learn what they do and what the trends are. I found it very informative for those specific reasons and would recommend it to anyone who is outside the CFO world and wants a look in.

Informative and a good reference to new CFOs. A lot of examples and quotes are applied to explain how the job contributes to the company. Experiences are invaluable. I like it.

Too much history, not enough guidance for a newly minted CFO

I found the book not very "innovative". It describes the current trends on CFO. It is good for non CFO or aspiring CFO

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