



The Essential CFO: A Corporate Finance Playbook

By Bruce P. Nolop

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Discover the power of the CFO's role in delivering shareholder value

During the past decade, the CFO role has expanded dramatically in its breadth, complexity, and criticality. Filled with proven strategies, best practices, and keen insights, *The Essential CFO* describes how today's CFOs are responding to their expanded roles within both public and private companies. With straightforward and pragmatic guidance, author Bruce Nolop shows how CFOs are partnering with CEOs to deliver shareholder value by articulating a strategic plan, determining capital allocations, managing the capital structure, driving financial performance, and implementing strategic transactions.

- Covers how CFOs are establishing robust accounting and risk management processes and effectively communicating with both external and internal constituencies
- Looks at the role of the CFO in transforming financial organizations to drive effectiveness and efficiencies
- Examines how CFOs can develop talent with the experience, expertise, and leadership skills to meet the challenges of the future

Written from a balanced, top-down perspective of the modern CFO, *The Essential CFO* provides you with practical prescriptions for executing impactful corporate finance strategies.

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Editorial Review

From the Back Cover

Praise for THE ESSENTIAL CFO A Corporate Finance Playbook

"The Essential CFO is essential reading for any CFO, new or long-tenured. It is a thorough, clear, and sophisticated road map, more needed in these complex times than ever."

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About the Author

BRUCE NOLOP retired in 2011 after a 35-year career as an investment banker and corporate executive, including more than a decade as chief financial officer of Pitney Bowes and E*TRADE Financial. He has been a board member of Marsh & McLennan since January 2008 and currently serves on the audit, compliance and risk, finance, and corporate responsibility committees.

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