

Alexander

Financial Management

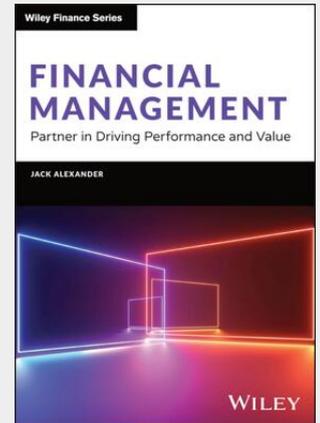
Partner in Driving Performance and Value

A comprehensive and insightful approach enabling finance managers to contribute to business performance and valuation. In *Financial Management: Partner in Driving Performance and Value*, experienced financial executive and consultant Jack Alexander delivers a fresh, new take on improving performance and creating shareholder value for CFOs, controllers, C-suite executives, and FP&A professionals. In the book, you'll learn about best practices in operational and strategic planning, forecasting, enterprise performance management, business valuation, capital investment, mergers and acquisitions, developing finance talent, supporting growth, and more. Frameworks for dealing with the pace of change and level of uncertainty in today's environment are also provided, including scenario planning, business agility and monitoring external forces. The book provides actionable insights and practical tools for finance professionals to contribute as trusted advisors and business partners. The author offers free access to financial models in Microsoft Excel and PowerPoint templates on the accompanying website, as well as:

- * Expanded and enhanced content from the author's widely read previous works
- * Models, illustrations, examples, and dashboards
- * Anecdotes and stories drawn from the author's 45-year-long career in financial leadership

Perfect for CFOs, controllers, financial executives, financial planning and analysis professionals, and accounting managers, *Financial Management* is also the ideal desk reference for treasurers, strategic planners, Certified Public Accountants, and equity research analysts. It's an essential and timely resource for financial leaders everywhere.

PRAISE FOR FINANCIAL MANAGEMENT "The finance profession is at a crossroads and Jack Alexander is standing at the signposts, pointing toward a path where they can transform themselves to a value-adding partner. With the right support, technology, and mindset--the humble finance team can emerge as a powerful catalyst for performance improvements and value creation. A book that is worth its weight in gold." --DANIELE TEDESCO, CEO, Apliqo "I have witnessed firsthand Alexander's partnership-driven approach and framework-driven concepts enhance firm profitability, and ultimately value. This comprehensive book is a must-read, and reference for finance executives and FP&A teams." -- WILLIAM W. BENTON, CFA, Investment Analyst, Partner, William Blair Investment Management, LLC "An excellent resource for the finance professional aiming to add value to the business as a trusted advisor. In addition to providing the right level of depth on both core fundamentals and advanced topics, the book's emphasis on the intangibles required to effectively serve the business in the ever-changing environment of the 21st century makes this a timely and worthwhile read." --MICHAEL ROSSI, MBA, CFO, Healthcare/Life Science "Jack Alexander's latest insight leads us beyond the traditional drivers of business performance to an evolving 21st century environment, requiring new approaches to succeed as an effective business partner. This book delineates the potential partnership with business leaders to help achieve organizational goals, drive performance and maximize shareholder value. A must-read for financial and business leaders." --JOE HARTNETT, CEO, Single Digits Inc. "Financial Management is a go-to guide for CFOs to drive performance and create shareholder value. These techniques can elevate a CFO from gatekeeper to strategic partner to the CEO. The tools are based on decades of experience and sound financial principles." -- JENNIFER BETHEL, PHD, Professor Emeritus, Past Chair of the Finance Department, Babson College "Financial Management is an exceptional reference for all finance professionals, providing a comprehensive guide and invaluable insights from a successful career CFO and executive advisor. The companion website really sets this text apart, offering practical tools to drive growth, profitability and value and elevates finance professionals to the level of trusted business partners." --LAURA J. GOEDKEN, CFO, SaaS and Services



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