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Nota di contenuto	Contents; 1. Introduction; Part I; 2. Lead with Cash: Achieve Great Results by Identifying the Right Target; 3. Name the Team "Cash and More Cash"; 4. Rationalize Costs Focusing on Cash; 5. Make Product Decisions Based on Cash; 6. Set Strategy with Cash; 7. Change the Culture to One Based on Cash; 8. Designing Cash Flow into Systems; 9. Creating Cash with Optimal Pricing Decisions; 10. Rethinking Capital Budgeting; 11. The Impact of Leverage: Examining Private Equity; Part II; 12. Cash Flow Basics; 13. Working Capital and Cash Flow; 14. The Statement of Cash Flows: Six Red Flags 15. Cash Flow Details Part III; 16. Reflections from Turnaround and Crisis Managers; 17. Biographies of Contributors; Index
Sommario/riassunto	This book takes an entirely new look at how companies ought to be managed. It argues that managers need to focus on how corporate decisions affect the firm's cash. The authors, who are well-known in the fields of management and crisis management, suggest that companies that follow their paradigm are more likely to survive tumultuous times, provide higher returns to their investors, and have a conducive work environment.