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Nota di contenuto	Creating Value in a Regulated World: CFO Perspectives; 1 Today's Challenges, Tomorrow's Aspirations; Riding the two-headed monster; Getting "back in the saddle"; Coping with governance and reporting; Creating value and growth; Shaping the new agenda; Straight from the CFO; 2 Reshaping Finance; Centralization: where to draw the line?; The quest for standardization; The new financial management model; Process optimization and reporting; Streamlining corporate structure; Lessons from private equity; Straight from the CFO; 3 Making Change Happen; Change, in a hurry; Champions of change Transforming the public sectorPulling all change levers; From CFO to COO; Talent for the future; Straight from the CFO; 4 Releasing Intangible Value; Execution not valuation; The goodwill dilemma; Value centers; Managing intellectual property; Selecting valuation techniques; Brands: the missing half of the balance sheet!; Treating customers as assets; Value tiering; Moving from back office to the front; Structural and human capital; Straight from the CFO; 5 Driving Growth and Innovation; Sustainable advantage; Decision support takes center stage; New ways of working; In-market innovation From the outside, inInnovation centers: a "win-win"; Straight from the

CFO; 6 Looking Forward, Not Backward; Expect the unexpected; Closing the strategy gap in pharmaceuticals; Monitoring reality; Connecting the dots through systems; Straight from the CFO; 7 Innovative Business Partnering; Finance of the future; Working in partnership; Effective investment in brands; Decision making under uncertainty; Finance and innovation; Dynamic performance management; The finance academy; Conclusion; Straight from the CFO; 8 Promoting Global Connectivity; Building global partnerships  
Integrating shared services by region  
Creating a worldwide center;  
Seamless support: near-shore or off-shore?; Connectivity through technology; Straight from the CFO; 9 Leveraging Risk and Regulation; The misery of regulation; Leveraging Sarbanes-Oxley; Multiple listings, multiple standards; Implementation overload; The case for dual accounting; Enterprise-wide risk management; The role of Chief Risk Officer (CRO); Straight from the CFO; 10 Becoming a Sustainable Corporation; Case for corporate responsibility; Investor perspective; Ethics and value creation; A multi-stakeholder approach  
Best practices: corporate reporting  
Triple bottom line; Reality check; Becoming the good corporation!; Straight from the CFO; Index

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### Sommario/riassunto

This book is about championing a move away from simply evaluating physical assets to understanding and evaluating the intangible value of an entity. It means moving beyond economic theory to reprioritise and change the organisation so that further value can be created via processes, systems, measures, skills, knowledge and strategy. It is also about mapping the intangible value chain. The book looks at value networks and, using real-life projects asks questions such as: What do company value networks look like? How are they used to create value? How can one 'value' the value chain?

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