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Collana	Wiley corporate F & A
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Soggetti	Leadership Chief executive officers Management Success in business
Lingua di pubblicazione	Inglese
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Note generali	Includes index.
Nota di contenuto	pt. 1. Strategy development -- pt. 2. The budget -- pt. 3. Risk management -- pt. 4. Financial analysis -- pt. 5. The public company.
Sommario/riassunto	"The New CEO Corporate Leadership Manual is to give a new CEO a hard, quantitative view of the systems and techniques needed to run a company. It provides a recently appointed CEO with the tools that will be needed to be successful in his or her position. The book also gives relatively new CEO considerable information about the financial systems needed for a modern corporation, with particular emphasis on funds management, going public, and dealing with investors. It book shows how to select acquisition targets, price them appropriately, and successfully integrate them, as well as how to turn around failing enterprises. The tentative table of contents is: Part One: Organizational Structure (Due diligence on the organization, The CEO's place in the corporation, Organizational structures, Corporate cultures); Part Two: Corporate Strategy (Competitive analysis and corporate positioning, Product strategy, Sales and marketing strategy, Information technology strategy, Human resources strategy, Financial strategy, Tax strategy);

Part Three: Management Systems (Planning systems, Milestones and feedback loops, Performance measurements, Motivational systems, Customer management, Product management, Risk management); Part Four: Finance (Working capital management, Funds management, Going public and going private, Investor relations); Part Five: Special Topics (Mergers and acquisitions, Corporate turnarounds); Appendix: new CEO checklist"--
