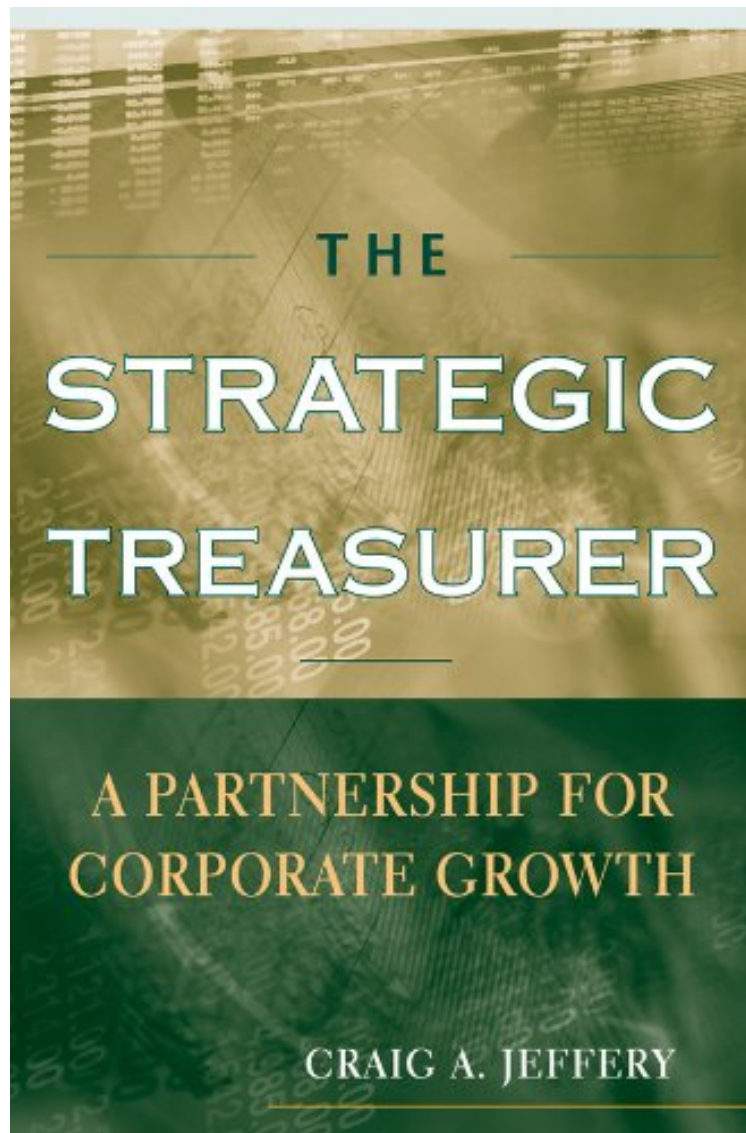


(Free read ebook) The Strategic Treasurer: A Partnership for Corporate Growth

The Strategic Treasurer: A Partnership for Corporate Growth

Craig A. Jeffery

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Craig A. Jeffery : The Strategic Treasurer: A Partnership for Corporate Growth before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Strategic Treasurer: A Partnership for Corporate Growth:

The current period of market and governmental turbulence is the most challengingmdash;yet rewardingmdash;time to be a treasurer. Now, as perhaps never before, the treasurer's visions, skills, and worth will be tested and proven. A useful reference, The Strategic Treasurer: A Partnership for Corporate Growth systematically equips today's

corporate treasurers to move from merely being the liquidity manager to becoming a strategic driver and steward of corporate value as well as an equal partner with senior management.

From the Inside Flap Market turbulence has created both major risks and opportunities for treasurers in recent years, emphasizing their need to better manage liquidity risks and to maintain a much higher level of visibility in their organizations. At the same time, dramatic changes in treasury technology have disrupted the status quo and presented new opportunities and risks to treasurers. The need to perform all of these duties has to be met in Internet time; not financial reporting time. Timely and authoritative, *The Strategic Treasurer: A Partnership for Corporate Growth* explores a clear understanding of what it means to be a strategic treasurer, clarifying how to identify the goals, means, and approach that must be present to be strategic. Filled with examples contrasting proper and improper perspectives with real-world support for the theory, this book provides treasurers and CFOs with the guidance they need to become true partners within a corporation. Author Craig Jeffery outlines the treasurer's areas of responsibility, including capital structure, cash management, stewardship of assets, foreign exchange management, interest rate risk management, corporate finance, and debt and investment management, with thorough discussion of: The key arguments for the value of the treasurer Why the treasurer must act as a business partner Guidance for the systematic management of bank and other key relationships Why treasurers must act as the owner of corporate or entity cash How accounting and treasury can live in harmony The importance of having the treasurer oversee working capital for the organization A framework for assessing the financial risks that organizations face The variety of ways the treasurer and controller see things differently The current period of market and governmental turbulence is the most challenging; yet rewarding; time to be a treasurer. Now, as perhaps never before, the treasurer's plans, skills, and worth will be tested and proven. *The Strategic Treasurer: A Partnership for Corporate Growth* equips today's corporate treasurers to move from merely being the liquidity manager to becoming a driver of corporate value.

From the Back Cover Praise for *The Strategic Treasurer* "The *Strategic Treasurer* will become a tattered book on many treasurers' bookshelves. This book examines the numerous duties of the strategic treasurer while integrating research and interviews into relevant, actionable, and repeatable advice. I most appreciated the road map laid out by Craig showing how to convert the decision-making and planning of a successful treasurer from 'intuition' to 'process.' This will be my development manual for my staff." — Tim Hart, Treasurer, First National Bank of Nebraska "Craig's book captures the essence of what it takes to be a strategic treasurer and valuable business partner. It is an extremely practical resource for anyone seeking to learn more about the strategic, technical, and operational aspects of leading a successful treasury organization." — John Tus, VP and Treasurer, Honeywell International Inc. (winner of Alexander Hamilton Overall Excellence Award, 2007 and 2008) "Craig Jeffery has been a valued adviser of mine for years. Over and over again, he has demonstrated his keen insight into the treasury profession and is a progressive spokesman for the modern corporate treasurer. His new book, *The Strategic Treasurer*, establishes him as one of a handful of thought leaders guiding the role of the treasurer into the future. No Treasurer faced with managing through the dynamic years ahead will want this book far from his or her fingertips." — Richard Moss, SVP Finance and Treasurer, Hanesbrands Inc. "Debunks the notion that the treasurer is a glorified bank teller! If you want to be an effective treasurer through any economic cycle, *The Strategic Treasurer* should be required reading because it addresses the critical issues head-on and provides perspectives, tools, and a mind-set for handling these issues strategically and practically." — Joya C. De Foor, CTP, City Treasurer, City of Los Angeles "As a practitioner, I appreciate the void Craig is filling with his book, *The Strategic Treasurer*. The dearth of material directly targeting those on the path to becoming treasurer is remarkable, particularly in these days and times. Craig translates his diverse accounting, banking, IT, and consulting experience into a useful reference for anyone 'on the path' or for those attempting to understand what treasuries should be trying to accomplish. He offers practical methods with immediate application." — George Zinn, VP and Corporate Treasurer, Microsoft Corp. "Every function of an organization starts and ends with cash, giving treasurers a great excuse to get involved in the business. In his book, Craig demonstrates how our active involvement can unlock even more shareholder value in our companies." — Rebecca Flick, VP and Treasurer, The Home Depot Inc.

About the Author Craig A. Jeffery, Managing Partner and founder of Strategic Treasurer LLC, has more than two decades of financial and treasury experience as a practitioner and consultant. Previously, he was Senior Vice President and Practice Leader for Wachovia Treasury Financial Consulting. Jeffery, regularly quoted in treasury and finance magazines, is a permanent Certified Cash Manager (CCM), an Accredited ACH Professional (AAP), a Fellow of the Life Management Institute with distinction (FLMI), and a graduate of the University of Connecticut with a BS in accounting.