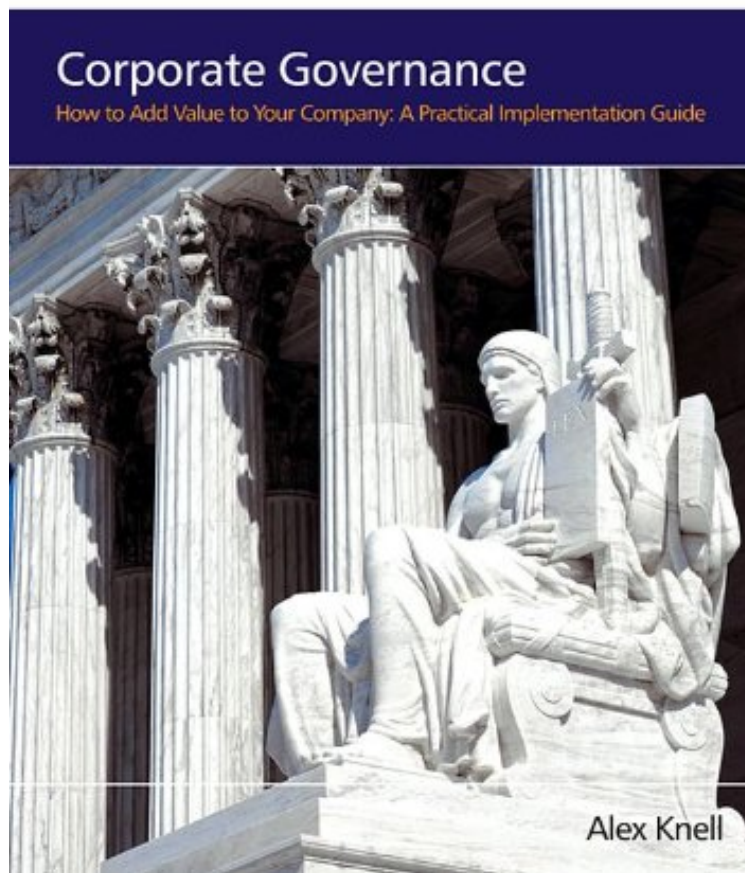


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Corporate Governance: How To Add Value To Your Company: A Practical Implementation Guide

Alex Knell

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Alex Knell : Corporate Governance: How To Add Value To Your Company: A Practical Implementation Guide before purchasing it in order to gage whether or not it would be worth my time, and all praised Corporate Governance: How To Add Value To Your Company: A Practical Implementation Guide:

Aimed at the senior managers of SMEs who are looking to sell all or part of the business. This book shows how to implement Corporate Governance procedures to add both perceived and real value to a business. Implementing CG

procedures before sale of the business is likely to add a premium to the price, increase the pool of buyers at the asking price and bring a business to the top of the acquisition shopping list. The book is in two sections. The first addresses the basic theory underpinning Corporate Governance to help the reader understand and decide which compliance issues are immediately useful to their business, and which can wait. Prioritisation is key. The second section explains the Code, section by section. It indicates clearly what is being asked for with a "translation" into plain English. It explains what needs to be done and provides a series of check-lists. CG standards are here to stay and the demands are rising. This book is a guide to voluntarily adopting CG to demonstrate the pedigree and worth of any business; and to let that business stand out from the rest.* Shows how to maximise the sale value of Small and Medium Enterprise* Illustrates which actions to prioritise * Provides a plain English translation of the Code and checklists to aid compliance

From the Back CoverThe purpose of this book is to show you how to add value to your business. It is primarily aimed at senior managers and directors of ambitious small and medium-sized enterprises (SMEs). Particularly, those with a view to selling all or part of their business - or an outright flotation in the medium term. The author presents the idea that driving Corporate Governance (CG) into the fabric of your company has a similar impact on the value of your business as adopting professional marketing techniques or quality standards. The potential buyer of your business perceives this value, and it is indeed real to your company. So how much is your company worth? £2 million, £5 million, £20 million? What if CG added a 10% premium to that price? Or more? What if CG increased the pool of buyers at the asking price? What if CG put your business at the top of someone's shopping list? Then would it be worth implementing CG principles? CG reduces the chance of Due Diligence failure. CG is now squarely on the radar of the Financial Reporting Council (FRC), who will review the compliance of listed companies from 2006. In other words, CG standards are here to stay and their demands are rising. Corporate Governance is not going out of fashion. So let this book be your guide in helping you run your business, believe in its future and its value, by voluntarily adopting CG to demonstrate the pedigree of your business to others - let your business shine and stand out from the rest.

About the Author Thomas Alexander Knell, Company Secretary, The Automation Partnership Group PLC. (this is an unquoted PLC, with ambitions!). Experienced Company Secretary, Financial and Management Accountant with specialist expertise in financial modelling in a variety of complex technical environments. Unique blend of management skills, having a detailed understanding of both financial management and the expertise to exploit IT systems to commercial advantage, combined with well developed marketing skills. Self-motivated, profit-driven and results-orientated, combining strong management skills with technical expertise. High level of commercial awareness. Creative approach to problem-solving. Has developed a reputation for "trouble-shooting" - being recognized for ability to rapidly grasp and analyse issues, formulate action plans, and manage the implementation of change. Can demonstrate a proven track-record of implementing improved business systems in a variety of environments, and delivering increased performance. Sound knowledge of business and financial planning. Very experienced manager with the ability to communicate effectively at all levels, with excellent team leadership and interpersonal skills. Successful negotiator, used to Board level negotiations - both internally and with external consultants. Fellow of the Chartered Institute of Management Accountants (FCIMA) Member of the Institute of Chartered Secretaries and Administrators (ACIS) Member of the Chartered Institute of Marketing (MCIM)