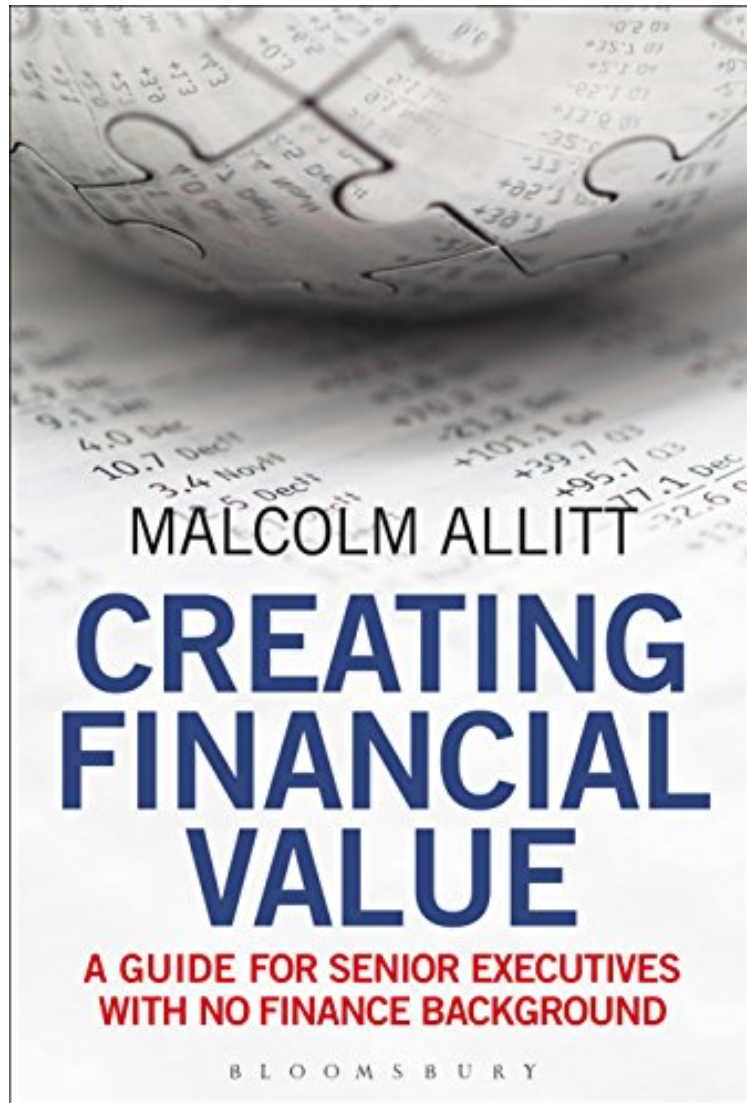


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# Creating Financial Value: A Guide for Senior Executives with No Finance Background

*Malcolm Allitt*

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**Malcolm Allitt : Creating Financial Value: A Guide for Senior Executives with No Finance Background** before purchasing it in order to gage whether or not it would be worth my time, and all praised Creating Financial Value: A Guide for Senior Executives with No Finance Background:

How many senior executives and managers are able to reach the top with little or no financial training? They may have

been appointed to the executive board as a result of their expertise in marketing, HR, sales or IT, yet every board member has a responsibility to make informed decisions on proposed financial actions - decisions which inevitably affect the value of their business. Offering straightforward and practical advice, *Creating Financial Value* will equip those who are not financial specialists with the necessary knowledge not only to contribute fully to important discussions on policy and strategy, but also to develop sound business proposals, or to competently cross-examine the proposals of others. Through examples from a range of business disciplines, the book explains in simple, digestible terms how a business creates financial value, and how a non-financial manager can confidently take an active role in the process. Once read, the book will provide an essential resource that can be referenced time and again. Malcolm Allitt punctures the myths surrounding 'shareholder value' and looks behind the finance jargon to define the boundaries between what a non-specialist should know and when it is good practice to seek the advice of financial specialists. This book is key reading for anyone from a non-financial background who wants to execute their increasingly broad responsibilities competently and confidently, without the need to become experts themselves.

How refreshing to find a book that cuts out all the jargon and complex maths to focus on what most managers most need to know about how companies create value. This is an excellent, easy to follow explanation of business finance. -- Scott Moeller \* Professor in the Practice of Finance, Cass Business School, London \* This well written account explains many technical areas in concise, non-technical language. The value creation focus of the text should prove an invaluable introduction to many aspects of finance for those who do not have a formal financial education and a useful refresher for those who do. -- Graham Durgan \* Chairman of Non-Executive Directors' Association

\*About the Author Malcolm Allitt is an Ashridge Business School Associate and part time faculty member of Coventry University London Campus. In 1987 he won the Sainsbury Management Fellowship and, following a two-year MBA programme at London Business School, became Managing Director of a major division of Wimpey Plc. In 1999 he co-founded his own company, Ibis Bindery Systems Limited. After several years of active leadership Malcolm became non-executive Chairman and advisor to the Board. Malcolm joined the faculty of Ashridge Business School in 1995 and is currently an Ashridge Associate. His special interest lies in exploring the ways in which value is created by organisations ndash; a theme which spans entrepreneurship, strategy, leadership, finance and organisation development.