



CFO Fundamentals: Your Quick Guide to Internal Controls, Financial Reporting, IFRS, Web 2.0, Cloud Computing, and More

By Jae K. Shim, Joel G. Siegel, Allison I. Shim



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The thorough reference that goes wherever you go

The Complete CFO Reference is the perfect up-to-date reference tool for today's busy CFO, controller, treasurer, and other finance professionals. Written in an easy format and packed with checklists, samples, and worked-out solutions for a wide variety of accounting and finance problems, readers can take this handy reference wherever they go—on a business trip, visiting a client, conducting a conference call, or attending a meeting.

- Covers all major developments in finance and accounting every CFO needs to know about including IFRS, Web-based planning, and ranging from financial reporting and internal control to financial decision making for shareholder value maximization
- Includes tables, forms, checklists, questionnaires, practical tips, and sample reports
- Incorporates Accounting Standards Codification (ASC) throughout the book, as well as coverage of International Financial Reporting Standards (IFRS) and its impact on financial reporting, XBRL reporting, risk management and disaster recovery, Web-based planning and budgeting, Web 2.0, cloud computing, and environmental costing

Simplifying day-to-day work in dozens of critical areas, *The Complete CFO Reference* is the perfect up-to-date reference tool for today's busy chief financial officer (CFO), controller, treasurer, financial director, budgeting director, and other financial professionals in public practice and private industry.

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Editorial Review

From the Back Cover

A handy problem-solver for today's busy chief financial officer

From financial statement reporting to valuation of bonds and stocks, *CFO Fundamentals* is the must-have guide you'll keep by your side to help you make smart, informed decisions as a chief financial officer (CFO). This practical, easy-to-use volume offers valuable tools including checklists, ratios, formulas, measures, guidelines, procedures, rules of thumb, illustrations, step-by-step instructions, real-life examples, tables, charts, and exhibits so you can analyze and evaluate any business-related problem.

Designed for the modern CFO who needs to be aware of the ever-changing financial markets and technology of today, *CFO Fundamentals* offers guidance for solving day-to-day issues such as:

- Spotting red flags of potential problems on the horizon
- Vital suggestions for correcting financial sickness and inefficiencies
- What you should know about cost management and analysis
- How to adequately obtain financing for your business
- The latest on new tax laws
- Financial analysis for nonprofit organizations

CFO Fundamentals is the road map for today's CFO, filled with the best practices to help you improve efficiency, decrease risks, and keep your business competitive.

About the Author

JAE K. SHIM, PHD, has authored or coauthored more than fifty professional and college accounting books. He is CEO of Delta Consulting Co., a financial consulting and training firm, and has been a consultant to commercial and nonprofit organizations for over thirty years.

JOEL G. SIEGEL, PHD, CPA, is the author of over fifty books and has written hundreds of articles for accounting and financial journals. Dr. Siegel has acted as consultant in accounting issues to many organizations, including IT&T, Citicorp, and Person-Wolinsky CPA Review.

ALLISON I. SHIM, MS, is CFO of Delta Consulting Co. She is a finance expert and a PhD candidate at the University of California, Irvine.

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Tony Sanford:

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