



## Effective Financial Management: The Cornerstone to Success

By Geoff Turner

Business Expert Press, United States, 2012. Paperback. Book Condition: New. 218 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In a fast changing world, brimming with social and economic uncertainty, financial information plays a vital role in the life of an organization and does so with two sets of eyes. One set looks back to see what has happened. This is the accounting function, which is simply about the recording of events and the production of the financial reports that satisfy the stewardship responsibility of management. The other set looks forward to determine the most appropriate strategic direction for an organization, guiding managerial actions, motivating behaviors, and creating and supporting the cultural values necessary to achieve an organizations strategic objectives. This book is all about the second set of eyes, which are the lenses of Strategic Financial Management , that help organizations plot their way through an environment filled with opportunities and dangers.

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