



Strategic Cash Flow Management

By Keith Checkley

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Strategic Cash Flow Management, Keith Checkley, This title presents a fast track route to strategic cash flow management. It covers the key areas of cash flow, from developing a strong understanding of cash flow within the business cycle and the origins of cash flow analysis to maximising cash flow efficiencies and cash flow returns on capital investments. It provides examples and lessons from some of the world's most successful businesses, including Dell Corporation, and ideas from the smartest thinkers, including DuPont, Philip Kotler, Igor Ansoff, Gahlon and Vigeland and Dropkin and Hayden. It includes a glossary of key concepts and a comprehensive resources guide.



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