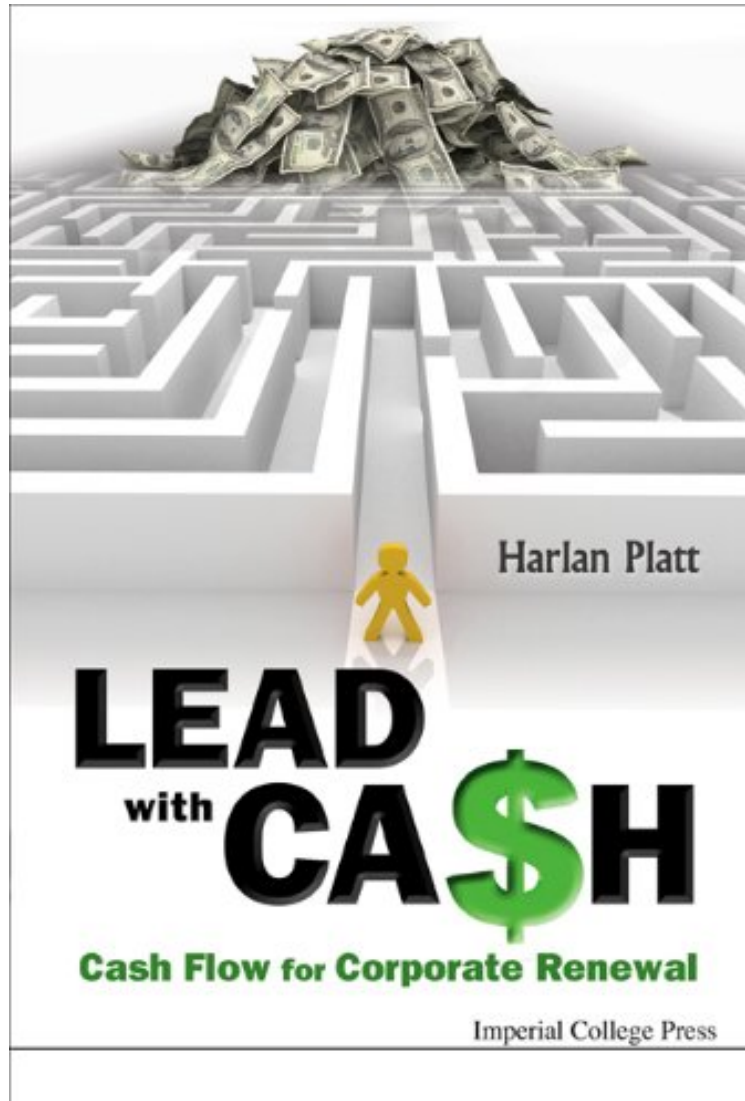


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## Lead with Cash:Cash Flow for Corporate Renewal

*Harlan Platt*

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**Harlan Platt : Lead with Cash:Cash Flow for Corporate Renewal** before purchasing it in order to gage whether or not it would be worth my time, and all praised Lead with Cash:Cash Flow for Corporate Renewal:

0 of 0 people found the following review helpful. really poignant to the point on corporate and personal cash and casflow management.By CustomerA good guide for refreshing a manager's strategic thoughts on quantifying products/services that have been innovated ,before being orchestrated(E-Myth revisited by Michael Gerber). 'when it makes you money ,you got to get the money',not just building on receivables.

This book takes an entirely new look at how companies ought to be managed. It argues that managers need to focus on

how corporate decisions affect the firm's cash. The author, who is well known in the fields of management and crisis management, suggests that companies that follow the paradigm presented in the book are more likely to survive tumultuous times, provide higher returns to their investors, and have a conducive work environment. Contents: Introduction Part I: Lead with Cash: Achieve Great Results by Identifying the Right Target Name the Team "Cash and More Cash"; Rationalize Costs Focusing on Cash Make Product Decisions Based on Cash Set Strategy with Cash Change the Culture to One Based on Cash Designing Cash Flow into Systems Creating Cash with Optimal Pricing Decisions Rethinking Capital Budgeting The Impact of Leverage: Examining Private Equity Part II: Cash Flow Basics Working Capital and Cash Flow The Statement of Cash Flows: Six Red Flags Cash Flow Details Part III: Reflections from Turnaround and Crisis Managers Biographies of Contributors Readership: Advanced undergraduates and graduate students in business; business professionals.

A familiarity with traditional accounting principles and practices, financial analysis, and organizational leadership are prerequisites to a thorough understanding of this work. --Choice From the Inside Flap This book takes an entirely new look at how companies ought to be managed. It argues that managers need to focus on how corporate decisions affect the firm's cash. The authors, who are well-known in the fields of management and crisis management, suggest that companies that follow their paradigm are more likely to survive tumultuous times, provide higher returns to their investors, and have a conducive work environment. About the Author CARTER PATE is a world-renowned turnaround expert at Pricewaterhouse-Coopers with more than twenty years of experience providing strategic consulting and implementation strategies. He has served as both CEO and chairman of several public companies, and was a founding partner of Pate, Winters Stone, a national consulting firm. He lives in Dallas. HARLAN PLATT is a Professor in the Finance and Insurance Group at Northeastern University College of Business Administration. His major research and consulting interests include corporate bankruptcy and crisis management. He assists companies, including those on the NYSE, Nasdaq, and Irish Stock Exchanges, by serving on their boards of directors. He lives in Boston.