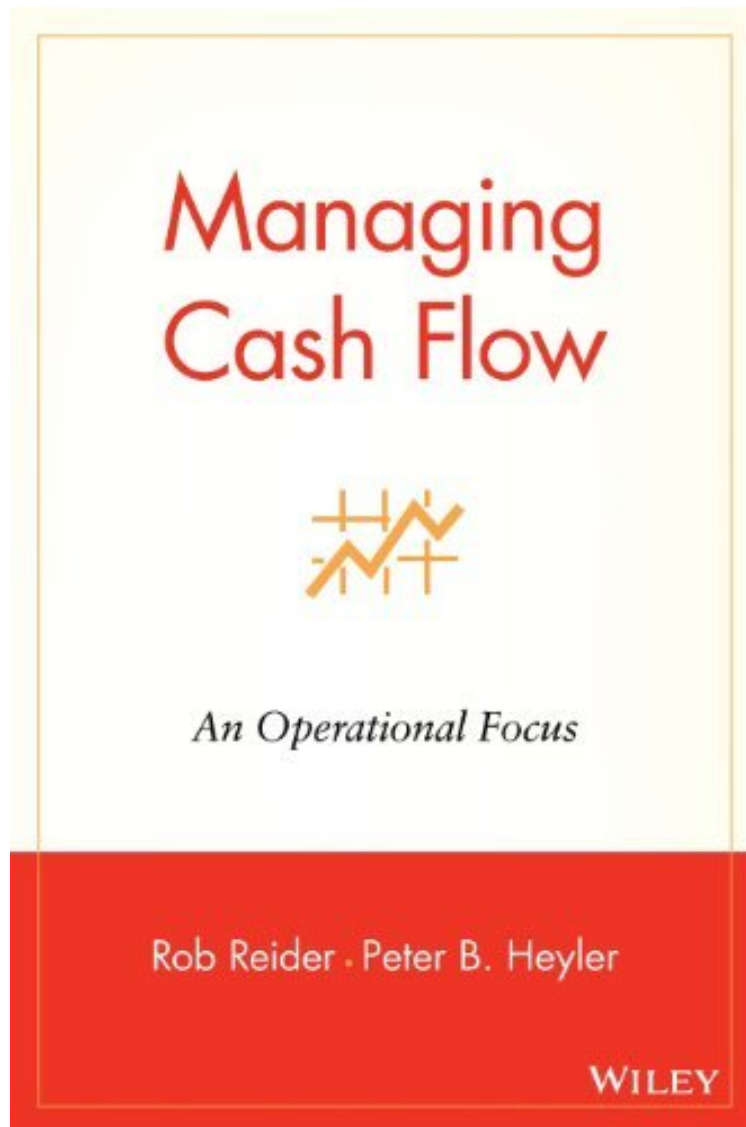


Managing Cash Flow: An Operational Focus

Rob Reider, Peter B. Heyler

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Rob Reider, Peter B. Heyler : Managing Cash Flow: An Operational Focus before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Managing Cash Flow: An Operational Focus*:

1 of 1 people found the following review helpful. UsefulBy Oscar HenriquezI will keep it for many years. Sometimes it is good to come back to the basics and review what you are doing with your company's "blood"1 of 1 people found the following review helpful. Must Read for UndergradsBy mcarrol9This is an excellent book that I wish that I would have read as an undergrad and applied to some of my smaller ventures. The book is straight-forward and articulately explains the concepts that I personally took for granted. The examples were not exactly challenging but they

compelled me to think about how I create a much more sophisticated model based on the principles illustrated. Simply a great read and a solid tool to help you create a better organization. It's a must read for any aspiring entrepreneur!

Provides the tool necessary to determine and evaluate the effectiveness of a corporation's management of cash. Examines how operational activities can affect cash flow management. Shows how effective cash flow management can improve corporate performance and increase shareholder value. Provides an overview of cash management techniques.

From the Inside Flap The fixation on flashy industries like telecommunications, information technology, and financial services in the go-go nineties went hand-in-hand with a fixation on flashy valuation standards—revenue increases, reported profits, earnings per share, and price-earnings ratios. Like the headline-grabbing industries that spectacularly imploded, their popular accounting measures gradually proved to be as much smoke and mirrors as they were real dollars and cents. In *Managing Cash Flow*, Rob Reider and Peter Heyler return to the bedrock foundations of business, eschewing paper profits and nebulous numbers to concentrate on the vital functions that actually produce cash and keep organizations afloat. The authors' forceful guide approaches cash management with an operational focus, endeavoring to maintain companies in the most economical, efficient, and effective manner possible. Given the legitimate room for interpretation, "profit" is as much a product of the accountant's imagination as it is real money. Cash, however, is cash-measurable, tangible, absolute. It meets payroll, pays vendors, and satisfies tax requirements. Among other topics, *Managing Cash Flow: An Operational Focus* helps readers understand: * How to recognize and manage effectively the principal factors affecting cash receipts and cash disbursements in the organization * The impact of operations—organizational planning, sales, operating costs, non-value-added activities—on the cash flow of the company * Effective principles for investing excess cash and borrowing to cover cash shortfalls * Practical planning techniques and procedures for managing the cash flow of the organization The authors also identify a host of common business functions—sales; customer order backlog; accounts receivable; inventory; property, plant, and equipment; employment; and management and administration—that too often become ends in themselves and distract from the essential cash-flow function. The book imparts vital techniques for keeping these functions streamlined and focused on the ultimate goal. In broadly questioning which businesses a company should and should not be in, the authors effectively apply a cash-flow criterion to the sum total of a company's operations, eliminating excess and concentrating on what's most important. Their bottom line is THE bottom line: good old-fashioned money. CFOs, controllers, treasurers, and cash managers will find *Managing Cash Flow: An Operational Focus* to be an indispensable resource.

From the Back Cover Focusing on the tangible, cash flow operations that make business work. In business, there are pie-in-the-sky valuation standards like share prices and stock options that have alternately led executives to untold riches and to federal prisons. and then there is cold hard cash—the dollars and cents that pay the bills, keep the tax man at bay, and ensure a company's ongoing survival. Rob Reider and Peter Heyler redirect corporate attention to core, cash management operation in *Managing Cash Flow: An Operational Focus*. The authors' comprehensive guide focuses on how a corporation can enhance its overall cash position on an ongoing basis. Reider and Heyler identify business functions that too often become ends in themselves—accounts receivable, inventory, administration—and remind readers of a company's primary goals: * Customer service * Cash conversion * Making money * Survival

Managing Cash Flow: An Operational Focus offers a host of procedures and techniques for applying a cash-flow criterion to all business functions, keeping companies focused on the proverbial bottom line. Nothing happens in business without measurable, tangible, absolute cash. Rob Reider and Peter Heyler offer a must-have, common-sense guide for keeping companies in the black.

About the Author ROB REIDER, CPA, MBA, PhD, is the President of Reider Associates (Santa Fe, New Mexico), a management and organizational consulting firm. Prior to founding Reider Associates, he was a manager in the Management Consulting Group of Peat, Marwick, Mitchell Co. (now KPMG.) He is the course author as well as seminar leader of over twenty workshops conducted nationally, and is also the author of the Wiley titles, *Benchmarking Strategies: A Tool for Profit Improvement* and *Improving the Economy, Efficiency, and Effectiveness of Not-for-Profits: Conducting Operational s*. He can be contacted at hreider@reiderassociates.com. PETER B. HEYLER, CPA, MBA, is a Principal with Reider Associates and a management consultant and educator with his own firm, PBH Executive Services. He has also been a vice president of finance and administration, treasurer, and chief financial officer for three manufacturing companies, as well as a senior accountant and consultant with Arthur Young Co. He has authored or coauthored numerous seminar programs—presented both nationally and internationally. He can be reached at pheyler@montanaheyler.com.