



# **The New CEO Corporate Leadership Manual: Strategic and Analytical Tools for Growth**

*Steven M. Bragg*

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# The New CEO Corporate Leadership Manual: Strategic and Analytical Tools for Growth

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*The New CEO Corporate Leadership Manual* is essential reading for every CEO needing a blueprint for the role of CEO, including an overview of organizational structure, corporate strategy, management systems and finance. Along with considerable information about the financial systems needed for a modern corporation, with particular emphasis on funds management, going public, and dealing with investors, this important book explains how to select acquisition targets, price them appropriately, and successfully integrate them, as well as how to turn around a failing enterprise.

- Gives new CEOs a hard, quantitative view of the systems and techniques needed to run a company
- Discusses the CEO's place in the corporation
- Explores information technology strategy, tax strategy, outsourcing strategy and more

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