

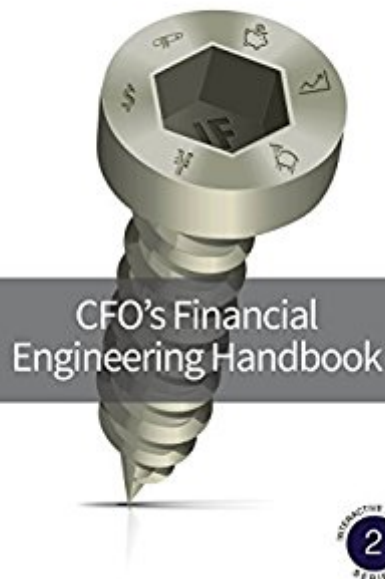


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CFO's Financial Engineering Handbook: Interactive Finance

RICHARD ALLAN



Synopsis

Interactive Finance is a business management-driven methodology focusing on value maximisation. This Handbook provides CFOs and other senior executives with a systematic framework for commercial and financial pricing in a transparent environment in order to improve the bottom line. The Handbook aims to demystify commercial and financial engineering in order to increase cash flow. It contains Diagnostics, check lists and case studies focused on applying commercial principles to pricing - from funding to foreign exchange.

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