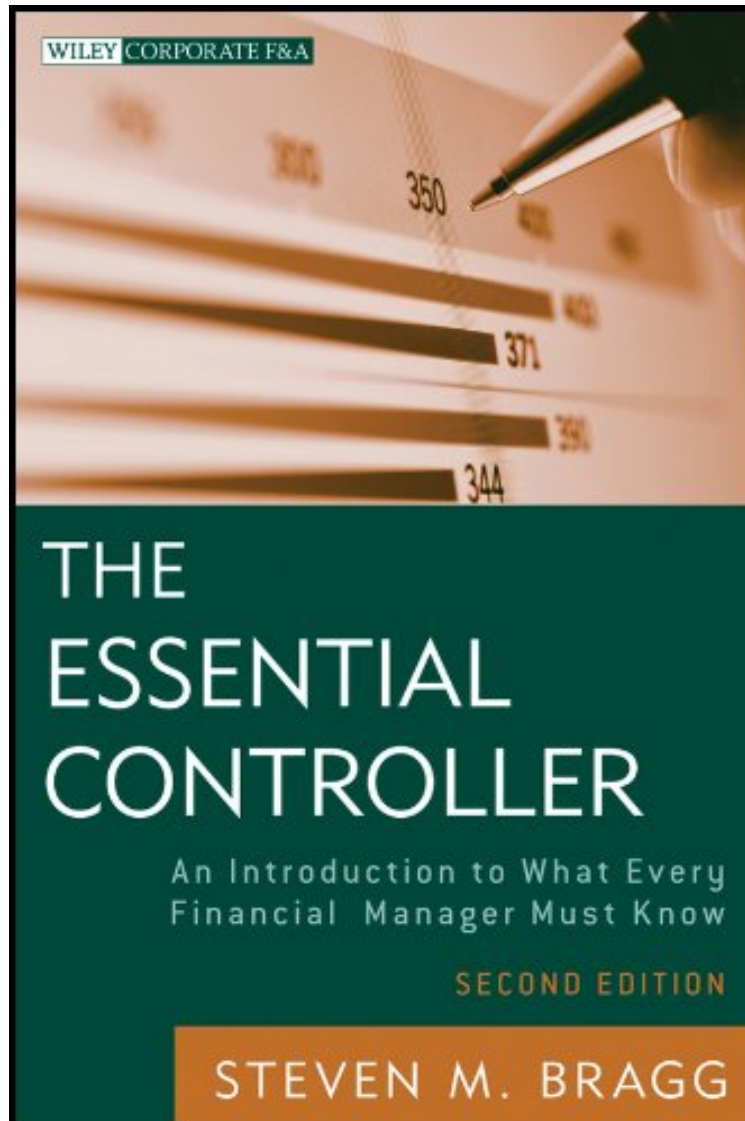


[Download] The Essential Controller: An Introduction to What Every Financial Manager Must Know (Wiley Corporate FA)

The Essential Controller: An Introduction to What Every Financial Manager Must Know (Wiley Corporate FA)

Steven M. Bragg

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Steven M. Bragg : The Essential Controller: An Introduction to What Every Financial Manager Must Know (Wiley Corporate FA) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Essential Controller: An Introduction to What Every Financial Manager Must Know (Wiley Corporate FA):

3 of 3 people found the following review helpful. Good IntroductionBy Clarke NorvellAs a first-year controller, this

book was helpful in getting focused on what's important and common missteps many controllers will make in their first year. 1 of 2 people found the following review helpful. More theoretical than practical
By Dana Adams
Well written but it was more theoretical than I expected. I was hoping for a little more practical advice like what are some of the first things a controller should get a handle on. It almost seems like the book is written for a person that is not in finance already.

Quick-reference guidance showing new controllers how to enhance performance while avoiding pitfalls
Designed to give new controllers a firm foundation in the concepts of managing the accounting department, locating GAAP information, and analyzing and knowing what to do with key accounting information, *The Essential Controller, Second Edition* is the invaluable primer you can turn to for the foundation you need to succeed. Whether your business is large, small, or medium-sized, this volume provides a complete overview of the controller's responsibilities and the role that today's controllers should be playing. Offers new coverage of finance strategy
Updates taxation strategy
Includes a new controller checklist
Quick reference guide that controllers can turn to
Also by Steven M. Bragg: *The Controller's Function: The Work of the Managerial Accountant, Fourth Edition*
The Essential Controller, Second Edition is the go-to handbook that you will use every day for dealing with the everyday issues facing today's controllers.

From the Back Cover
Your crash course to mastering your new role as controller
"Steven Bragg's *The Essential Controller: An Introduction to What Every Financial Manager Must Know, Second Edition* has a broad coverage of topics in the environment of accounting, financial management, financial leadership, and corporate governance, making it a critical resource. The text is written in a clear and concise style with insights into practical situation often encountered in the world of corporate controllership and the customary financial management role such as policies, procedures, shareholder value, value added reporting, advising management, and compliance that are applicable across a wide industry spectrum."
— John G. Herndon, consultant on accounting, finance, tax, ERP, and venture capital; Adjunct Professor, Accounting and Finance, college of Business and Economics, California State University, East Bay
"Mr. Bragg has solved the mystery of what a CFO, controller, and financial analyst are. This book is a must-read for any CEO challenged by financial roles and responsibilities, and what they should expect from their financial staff. It offers clear and concise prose that ensures actionable and achievable results within your financial department."
— Ken Koch, CEO, Business Resource Management, Inc.
Prolific accounting author Steven Bragg shows us how to:
Implement efficient practices for managing the accounting department
Analyze information through the use of ratio and trend analysis
Pinpoint the resolve control problems through control systems changes
Work with the internal audit group
Recruit, hire, promote, and motivate your accounting team
Collaborate with company investors, including the use of a standard disclosure policy
This Second Edition of *The Essential Controller* includes new coverage of accounting standards codification, finance strategy, update taxation strategy, and internal control flowcharts. Learn the ins and outs of controller ship while avoiding potentially catastrophic pitfalls with expert guidance found in *The Essential Controller, Second Edition*.
About the Author
Steven M. Bragg, CPA, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst Young and auditor at Deloitte. He is the author of over thirty books primarily targeted toward controllers and their needs. Bragg received a master's degree in finance from Bentley College, an MBA from Babson College, and a bachelor's degree in economics from the University of Maine.