



Strategic Financial Management: Managing for Value Creation

Dr Prasanna Chandra

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"Since the 1980s there has been a remarkable transformation of the global business and financial scene, thanks to deregulation, liberalisation, globalisation, automation, privatisation, and the ascendancy of the services sector. Responding to these opportunities and challenges, shareholder value has become the central corporate agenda and corporates are becoming more focused on value creation. In this context, every manager would like to learn about the key levers of value creation. The thrust of this book is on discussing the eight levers of value creation reflected in what the author calls the 'Value Octagon,' comprising strategy and business model; capital allocation; strategic financing decisions; organisational architecture; cost management; corporate risk management; mergers, acquisitions and restructuring; and corporate governance. These eight levers represent the top management agenda. Exploring these issues, the book blends the conceptual world of the scholar with the 'how to do it view' of the practitioner. This book is aimed at two distinct audiences: • senior managers and finance practitioners who participate in strategic financial decisions • students of MBA, CA, and CMA taking a course on Strategic Financial Management"

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