



Lead With Cash: Cash Flow For Corporate Renewal: Cash Flow for Corporate Renewal

Harlan D Platt

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This book takes an entirely new look at how companies ought to be managed. It argues that managers need to focus on how corporate decisions affect the firm's cash. The author, who is well known in the fields of management and crisis management, suggests that companies that follow the paradigm presented in the book are more likely to survive tumultuous times, provide higher returns to their investors, and have a conducive work environment.

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