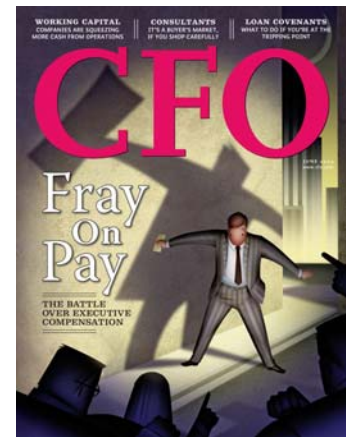


CFO Editorial Preview September 2009

Issue date: 9/1/09
Space close: 7/14/09
Materials due: 7/31/09



Topline

InTech: Emerging Technologies—a look at social networks such as Twitter and Facebook, from a corporate point of view; what are the risks and potential rewards?

Insight: The pros and cons of accounting convergence, as described by CFOs; why CFOs aren't doing more to lobby for or against it.

Credit & Capital Markets: A look at the current state of the equities market for its capital-raising possibilities. Has the stock market gained enough strength to make investing for financing safe?

Leadership—in tough times

On The Record: Walgreen's CFO Wade Miquelon on health care reform, consumer spending, and other topics.

Features

New Normal: One year after the Wall Street collapse, and 20 months into the Great Recession, how has business changed? This story will feature a reader survey and insights from CFOs in high-profile positions. We'll touch on the new realities of M&A, workforce management, cash management, corporate governance, and other hot topics. (This is the first in a 3-part series.)

Toxic Accounting?: Dozens of companies appear to be handling their environmental liabilities in a very curious way, at least in terms of how they account for them. We'll take a close look at how, and why, the amounts these companies put into reserves continue to grow, despite rules that indicate the opposite should happen.

In Practice

Supply-chain risk management: How companies assess which vendors and customers may be at risk for product liabilities and lawsuits, and what to do about it.

Cash EPS Scorecard: We'll take a look at cash flow in these troubled times, through industry snapshots.

Environmental Scorecard: We'll explore the accounting conundrum posed by environmental liabilities.

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