

CFO Editorial Preview July/August 2009

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Topline

Global View

Business Outlook Survey: The expanded quarterly must-read survey plus insight on the Top 10 Concerns of CFOs.

InTech: The latest tools and gadgets for the mobile workforce

Insight: HR analytics, plus a look at the current relationship between Finance and HR. What can Finance teach HR about the “right” metrics to apply to workforce management?

Credit & Capital Markets: Managing For Cash: How to Do It (Better)

On The Record

Features

Women in Finance: What is the current status of female *Fortune* 500 CFOs and other senior finance titles? We will also take a look at the roadblocks for, and attitudes towards, women in the financial leadership ranks. Is it getting any easier?

Risk management and scenario planning: How are companies conceiving of “worst case” scenarios these days? And, now that we are deep into the recession, what are current attitudes and approaches to forecasting? How do you manage risk in such an uncertain environment and communicate risk to the board effectively? What’s really new in how companies approach this topic in today’s world?

In Practice

A Look at Real Estate: Tenants now have considerable leverage to cut better deals; experts come forward with some solid advice for CFOs on how to seize the opportunity.

Scorecard: This month’s scorecard will feature high-level analysis, as well as industry snapshots, on spend management as it relates to corporate performance.

Harvey Ad Measurement Study
All ads in the July/August 2009 issue will be studied.

For more information, contact your local sales representative or Lissa Short, SVP Advertising, at lissashort@cfo.com or 212.541.0512.