

# CFO Editorial Preview November 2009

## Topline

**InTech:** Current trends in IT spending. How are budgets these days, and do companies regard them as adequate? What are the dominant cost-cutting trends?

**Leadership:** Forget the free pizza; what does it take to motivate your finance staff? We offer tips on what works and what doesn't.

**Cash Management:** Sorting out cash reporting's Tower of Babel. Cash may be king, but soon he'll be handed a new set of rules to live by. A new working group made up of banks and corporations have launched an effort to rewrite existing cash management reporting rules as a way to increase "visibility" into corporate cash accounts, intra-day reconciliation, and liquidity management. We'll sort it all out.

**Accounting:** Codification update. FASB's new streamlined accounting rules don't just change the way the the rules are lettered and numbered, they also change some of the definitions. Few CFOs even seem aware that this project exists, and it has already gone live. We'll check in to see how it's faring in its earliest days.

### On the Record

## Features

**The Strategic CFO:** What traits and skills matter most; do you have them; how do you get them; and what is the career outlook for those who do and don't qualify as "strategic"? This is multi-part story that will include a survey of CFOs on career aspirations, priorities, and related issues.

Issue date: 11/1/09  
Space close: 9/15/09  
Materials due: 10/1/09



**Compensation Survey/trends:** What's the current outlook for CFO salaries, perks, and related forms of compensation? Who are the highest-paid CFOs? Will the current uproar over executive compensation hurt CFO salaries?

## In Practice

### Scorecard

**The Quiz:** Test yourself--*CFO's* interactive and dialogue-generating back page providing interesting numbers and facts on topical issues.

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