



Strategic Business Finance: Using Finance for Strategic Advantage (Cranfield Management Research)

Keith Ward

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This multi-contributed work makes the case for closer links between strategic management and the strategic elements of financial management and puts forward a new framework to show how finance can be managed for strategic advantage.

The book is different from the many texts available on corporate finance in that it has an overtly strategic emphasis, and particularly in that it links financial management to competitive strategy and the management process. Very few existing books on strategy deal with finance in more than a cursory way.

Packed with examples and case studies and internationally relevant, this book builds on recent research carried out at Cranfield School of Management to provide a more coherent framework for managers and academics alike to explore the interesting borders between finance and strategy more effectively in the future.

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