

Download Corporate Resource Allocation : Integrating Finance And Strategy

Corporate Resource Allocation Integrating Finance And Strategy.pdf Author: Book PDF Subject: Free Download Corporate Resource Allocation Integrating Finance And Strategy Book PDF Keywords: Free Download Corporate Resource Allocation Integrating Finance And Strategy Book PDF, read, reading book, free, download, book, ebook, books, ebooks, manual McKinsey & Company Home Strategy & Corporate Finance. Toggle search field Toggle search field. Article-McKinsey Quarterly-March 2012. How to put your money where your strategy is ... which is typical of the problems that arise when the link between corporate strategy and resource allocation is weak. Here are four ideas for doing better. This integrated view of strategic direction and resulting allocation of corporate resources demands close collaboration between finance and strategy. In the case of one North American healthcare company, the CSO set up a planning council that included the CFO to discuss strategic issues, growth opportunities, and funding needs. Most companies do far too little resource reallocation. In this video, McKinsey directors Stephen Hall and Conor Kehoe explain why, and urge executives to do more. Actively reallocating corporate resources is important in the best of times, and even more so during economic downturns. Yet companies ...