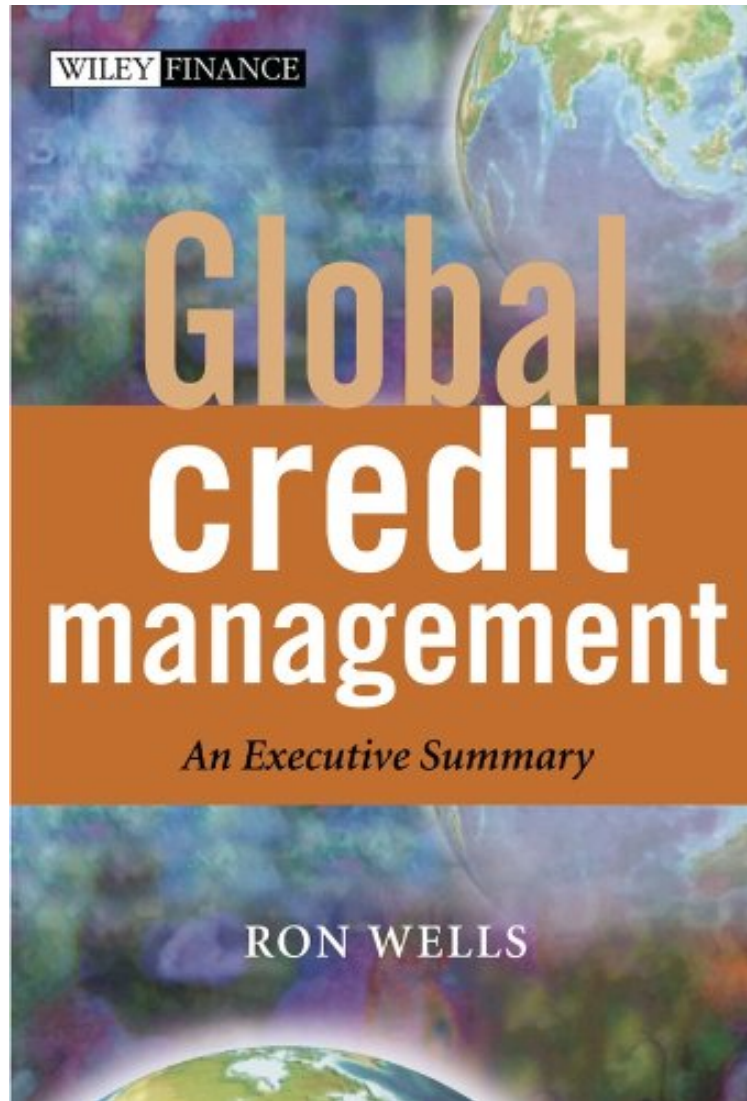


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Global Credit Management: An Executive Summary (The Wiley Finance Series)

Ron Wells

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ldquo;hellip;explains how the power of credit can be unleashed to benefit any companyhellip;rdquo; (Creditman.co.uk, 12 January 2004)ldquo;Well has the unique ability to present complicated issues in a light and lively mannerhellip;rdquo; (IOMA, May 04)ldquo;hellip;the most intelligent and refreshing exposes of the ..nbsp; role of international credit management I have read in a long time.rdquo; (Credit Today, July 2004)ldquo;hellip;a concise but authoritative work that exposes the power of creditrdquo; LC Monitor, Jan/Feb 05 (at end of article written by author)From the Back CoverIn many companies credit management is a passive and reactive discipline. This results in significant receivables assets weighing heavily on balance sheets, dragging down cash flow and inhibiting growth. The power of credit is shackled, muted.Release the power and passion of credit management in your company. Proactively squeeze every morsel of value out of receivables and simultaneously, protect your company from the bad debt danger that lurks in the value chain.Harness the power of credit to effectively manage your company's receivables. Immediately make a positive difference in your company, and use this book as a resource for years to come.Reading Global Credit Management will help youwake the sleeping giant on your balance sheetmake receivables earn their keep, just like every other asset.wrest control of credit from bureaucratic processes, grab it by the throat and wring out every drop of value.And last but by no means least, boost the value of your company."... one of the most intelligent and refreshing exposeacute;s of the present and future role of international credit management that I have read in a long time. Global Credit Management represents a very welcome and innovative addition to the small library of quality publications available on international credit and risk management."mdash;Tim LaneAbout the AuthorIn the words of Paul Bennett (Global Head of Credit Receivables Management for ChevronTexaco Corporation), 'Ron Wells devotes considerable energy to maintaining his professional contacts and activities, and staying abreast of - indeed, at the cutting edge of - current developments and new products in his field.nbsp; He continues as a thought leader amongst his peers, and has successfully implemented new products and practices which have added value to the company in his area.'Ron believes passionately in the positive contribution that active credit management can make through increasing quality sales, improving the balance sheet structure and enhancing the risk profile of any business.nbsp; He has spoken in many forums and written numerous articles on this theme, and on practical aspects of commercial credit management.Ron is a Certified Credit Executive (CCE), an Associate of the Chartered Institute of Bankers (ACIB), a Chartered Management Accountant (ACMA), and a Fellow of the Institute of Chartered Secretaries and Administrators (FCIS).nbsp; He has practical experience in a range of commercial undertakings, in corporate and trade finance banking, and most recently as the Credit Executive for ChevronTexaco supporting its high value commercial activities in Europe, Russia, Africa and the Middle East.