

<<Driving Your Company>>

图书基本信息

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内容概要

In *Driving Your Company's Value: Strategic Benchmarking for Value*, leading experts Michael Mard, Robert Dunne, Edi Osborne, and James Rigby, Jr., show senior executives how to maximize value by implementing the proven and highly effective five-step SBfV process. Only when a business's strategy, systems, and people have been aligned can a business advance successfully. *Driving Your Company's Value: Strategic Benchmarking for Value* provides a practical and powerful way to ensure businesses get the full benefit from their investment in systems and people. In an easy-to-read format, CEOs, CFOs, general managers, and other senior managers will discover how to:

Improve strategic decision making	Provide greater management accountability
Require a more effective allocation of company resources	Improve capital management
Align performance measurement to critical success factors	Provide a common organizational language
Develop a corporate structure that understands how daily actions impact value	Provide the management team with a more effective and communicable strategic planning process

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作者简介

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