

图书基本信息

书名：<<价值创造的性能显示与分析 + 光盘>>

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## 内容概要

One of the primary objectives of today's corporate manager or director is to create value for the company's shareholders. Yet many managers and most employees still have difficulty in fully understanding the drivers of shareholder value and how their activities relate to these drivers. With numerous years of experience in the world of finance—most recently as the founder and President of Value Advisory Group, LLC—author Jack Alexander knows what it takes to build long-term value in today's competitive business environment. And now, in *Performance Dashboards and Analysis for Value Creation*, he wants to show you how. Straightforward and accessible, this timely resource will assist you in developing a comprehensive understanding of valuation and creating a direct link between shareholder value and critical business processes. Divided into three information-packed parts, *Performance Dashboards and Analysis for Value Creation* includes: Part One, *Creating Context and Covering the Basics*, provides a foundation for the concepts utilized in the Value Performance Framework (VPF)—a performance management system developed by Alexander—including basic finance concepts and valuation principles. Part Two, *Linking Performance and Value*, presents key elements of the VPF. Each of the value drivers—sales growth, relative pricing strength, operating effectiveness, capital effectiveness, cost of capital, and the intangibles—are linked to critical business activities and processes; and key performance measures, analytical models, performance dashboards, and tools for improving each value driver are explored in depth. Part Three, *Driving Performance and Value*, examines how the concepts and tools outlined throughout the book can be used to improve business performance and build long-term shareholder value. Effective implementation of dashboards as part of a comprehensive performance management framework (PMF) is discussed, and key findings—based on the author's benchmark study of performance and shareholder value—are reviewed. To drive home the points discussed throughout the book, a companion CD-ROM has been included. The analytical models and sample performance dashboards found on this CD-ROM are the perfect way to begin developing dashboards and analysis for your specific needs. Many companies use performance measures, but only a few have achieved the full potential benefits that a well-designed and implemented performance management framework has to offer. No matter what industry your company competes in, you need a way to measure, monitor, and manage the key activities and processes required to improve business performance and achieve long-term value. *Performance Dashboards and Analysis for Value Creation* contains the information and expertise you need to do just this—and much more.

**作者简介：** Jack Alexander is founder and President of Value Advisory Group, LLC, a consulting firm with a focus on improving business performance and building shareholder value. He is a lecturer at Babson College, where he teaches corporate finance and advanced finance electives in the MBA program. Alexander is a frequent speaker on value-based management and business performance management. Prior to establishing Value Advisory Group, Mr. Alexander held a number of senior operating and financial positions in the industry. He is a Certified Public Accountant and has an MBA from Rider University and a BS in business management from Indiana University of Pennsylvania.

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