

<<为什么没有底线！>>

图书基本信息

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### 内容概要

Why the Bottom Line Isn't! began when the authors asked a simple question: How can two companies in the same industry with similar earnings have vastly different market values? In answering that question, authors Dave Ulrich and Norm Smallwood demystify theories of intangible value and show that the bottom line is about much more than just earnings – it's about building long-term value through assets not accounted for on a company's financial statements, such as leadership, brand, corporate culture, and ability to attract talent. The authors use real-world examples from various industries to show how intangibles drive market value; even more, they provide the tools to make it happen in your company. Based on research drawn from a number of disciplines, including human resources, finance, IT, and leadership, this book offers ideas and actions that leaders at any level, in any function, can use to protect and increase their organization's overall value. Each chapter presents an intangible asset as a concept, then provides examples and tools that help leaders deliver and communicate the value of each to shareholders, investors, regulators, customers, and employees. Today's successful leaders must understand the new role that intangibles play in company valuations and see their own roles from a larger perspective if they are to join the new breed of leaders – those who can consistently build value within the company. Why the Bottom Line Isn't! will show you how to take that next step and start improving your organization now. But business leaders aren't the only people who can benefit from the tools and techniques included in this book. These ideas can be easily translated to all types of organizations – from churches, to schools, to government agencies. No matter what kind of organization you operate, remarkable things happen when you build value through intangible assets. Employees will be more committed, customers and investors more satisfied, confident, and numerous. For those who want to impact the long-term value of their organizations, Why the Bottom Line Isn't! is a clear and solid guide.

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