

<<Driving Your Company>>

图书基本信息

书名：<<Driving Your Company's Value推动公司价值观>>

13位ISBN编号：9780471648550

10位ISBN编号：0471648558

出版时间：2004-12

出版时间：John Wiley & Sons Inc

作者：Mard, Michael J. (EDT)/ Dunne, Robert R./ Osborne, Edi/ Rigby, James S., Jr.

页数：193

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<Driving Your Company>>

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

<<Driving Your Company>>

作者简介

Michael J.Mard,CPA/ABV,ASA,is a Managing Director of The Financial Valuation Group (FVG) in Tampa,Florida.He was founding president of The Financial Consulting Group,a national association of professional service firms dedicated to excellence in valuation

<<Driving Your Company>>

书籍目录

Preface Acknowledgments Overview Understanding Value Free Cash Flow The Five Dimensions of Value A Holistic Approach SBfV or EVA Return on Equity Economic Value Added The SBfV Process Step 1 Current State Qualitative Analysis of the Company's Current State Analyzing the Industry Analyzing the Company Quantitative Analysis of the Company's Current State Step 2 Desired Future State Future State Core Strategy Critical Success Factors Key Performance Indicators Benchmarking Step 3 Strategic Benchmarking Keys How Strategy Alignment Builds Value Grand Strategy, Strategy, or Tactics? Translating Grand Strategy into Strategy Execution Grand Strategy Alignment Maps Alignment Thesis and Value Propositions Achieving Strategic Alignment A Strategy Alignment Model That Works-SBfV Step 4 Alignment Execution Alignment Execution Putting it Together Step 5 Benchmark and Monitor Return on Strategic Effectiveness Benchmark and Monitor Return on Strategy Execution Closing Appendix: Websites of Interest Index

<<Driving Your Company>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>