

<<Becoming a Better Value Creator 价值大师>>

图书基本信息

书名：<<Becoming a Better Value Creator 价值大师>>

13位ISBN编号：9780787953089

10位ISBN编号：0787953083

出版时间：2000-8

作者：Anjan Y. Thakor 著

页数：256

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>

<<Becoming a Better Va>>

内容概要

Why do some companies perform beyond expectation year after year while others start out strong but quickly fizzle? The answer lies in their ability to create long-term value. In this book, a leading professor at the top-ranked University of Michigan Business School presents five keys to creating value by incorporating the efforts of marketing, manufacturing, human resources, and finance in a strategy for continuing bottom-line success. His fresh look at what makes companies work shows managers how they can identify the factors that create value and use them to benefit their organizations and their own careers. Why do some companies perform beyond expectation year after year while others start out strong but quickly fizzle? The answer lies in their ability to create long-term value. In this book, a leading professor at the top-ranked University of Michigan Business School presents five keys to creating value by incorporating the efforts of marketing, manufacturing, human resources, and finance in a strategy for continuing bottom-line success. His fresh look at what makes companies work shows managers how they can identify the factors that create value and use them to benefit their organizations and their own careers.

<<Becoming a Better Va>>

作者简介

ANJAN V. THAKOR is the Edward J. Frey Professor of Banking and Finance at the University of Michigan Business School and the recipient of many distinguished teaching awards.

书籍目录

Foreword X1Preface xiii1 The Five Secrets of Great Value Creators2 Understanding Value and Value Creation3 Putting Value Creation into Practice : Strategy, Success Measures , and Speed4 Improving Value Creation in Procurement and Manufacturing5 Improving Value Creation in Marketing , Sales and Distribution , and New Product Development6 Improving Value Creation in Human Resources7 Improving Value Creation in FinanceAfterwordNotesThe AuthorIndeX

<<Becoming a Better Va>>

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>