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Appendix II: Economic Profit and Equity Value VALUATION MODELS; MAXIMIZING ECONOMIC PROFIT GROWTH VERSUS MAXIMIZING EQUITY VALUE; VALUATION ISSUES; Appendix III: Economic Profit and Equity Value: Illustration; Appendix IV: Reconsidering the Corporate Center; THE NEED FOR CHANGE; CREATING A NEW MODEL OF THE CENTER; CONCLUSION; Appendix V: CEO Pay Practices: An Alternative; TYPICAL PACKAGE; AN ALTERNATIVE APPROACH; ILLUSTRATIVE COMPENSATION PLAN; ALERTING THE BOARD EARLY AND OFTEN; Notes; Index

Sommario/riassunto

A new look at delivering effective shareholder value from Peter Kontes, a true leader in the world of strategic management In The CEO, Strategy, and Shareholder Value, Peter Kontes, a true leader in the strategic management field, outlines the key to creating and growing shareholder value. The proper focus, contends Kontes, is in using quantitative measurements as guideposts on the path to success. The book first outlines the basics of the argument Kontes is making. He then briefly covers the five most important areas for business leaders, followed by a more detailed look at ea
