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Now It's Time to Act: Neutralize Your Drains and Boost Your Sources Got It, What's Next?; Chapter 5: Get a STRATEGIC VIEW of Markets; What's in a Strategic View?; Estimating Market Profit Pool Values; Strategic Fit: What It Takes to Play; Synthesizing Your Strategic View; Your Summarized Strategic View; Example 5.18 Summary Strategic View; Chapter 6 Define a Path That Exploits REAL OPPORTUNITIES; Business Value and Making Strategic Choices; Task 1: List and Define Opportunities; Task 2: Flesh Out and Map Opportunities; Task 3: Characterize Outcomes; Task 4: Evaluate the Economics Task 5: Define the Path Forward Task 6: Plan and Execute; Return on Effort; Part III: Sustaining Value Growth; Chapter 7: Corporate Renewal and New Business Management; How Is Sustained Value Growth Achieved?; Why Sustaining High Value Growth Is Such a Challenge; Five Basic Rules for Sustaining High Value Growth; Possible to Sustain High Value Growth Performance; Reconfiguring New Business Development to Deliver Value Growth and Corporate Renewal; In Conclusion...; Chapter 8: Value-Maximizing the Existing Business; Business Specialization; Focusing on Your Sources of Value Extending Your Sources of Value Appendix A: Unwinding, Line Item by Line Item; Revenue; Expenses; Capital Investments and Charges; Appendix B: The Monte Carlo Simulation; What Problem Does It Solve?; What Does It Do?; What Do You Have to Do to Use It?; Appendix C: Using Real Options; What the Binomial Lattice Does; How the Binomial Lattice Works; Beyond This Example; Bibliography; Index

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#### Sommario/riassunto

As a business leader, you're constantly looking for ways to maximize shareholder value-as quickly as possible. The Executive Guide to Boosting Cash Flow and Shareholder Value outlines a practical, effective, and innovative framework for achieving this goal, using established management tools to find and exploit high-value Profit Pools. With this book as your guide, you'll quickly discover how to unlock large untapped sources of cash flow, and achieve the mandate that comes with modern business leadership.

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