

1. Record Nr.	UNINA9910455220303321
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Titolo	The EVA challenge [[electronic resource] ] : implementing value-added change in an organization // by Joel M. Stern and John S. Shiely, with Irwin Ross
Pubbl/distr/stampa	New York, : Wiley, c2001
ISBN	1-280-34092-4 9786610340927 0-471-00841-9
Descrizione fisica	1 online resource (258 p.)
Collana	Wiley finance series
Altri autori (Persone)	ShielyJohn S. <1952-> Rosslrwin <1919->
Disciplina	658.15
Soggetti	Economic value added Organizational change Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The EVA Challenge; Contents; 1 The Problem; 2 The Solution; 3 The Need for a Winning Strategy and Organization; 4 The Road Map to Value Creation; 5 The Changes Wrought by EVA; 6 Extending EVA to the Shop Floor; 7 Getting the Message Out: Training and Communications; 8 EVA and Acquisitions; 9 EVA Incentives; 10 How EVA Can Fail; 11 New Frontiers: Real Options and Forward-Looking EVA; 12 25 Questions; 13 Recipe for Success; Epilogue: EVA and the "New Economy," by Gregory V. Milano; Acknowledgments; Index;
Sommario/riassunto	In The EVA Challenge, authors Stern, Shiely, and Ross outline how to implement EVA at all stages – including strategy development, organizational design, training, and incentive compensation. Executives around the globe now have a book that shows them how best to utilize EVA in their companies – reorienting the corporate ship in the direction of true economic profit. Research shows that companies using EVA outperformed competitors of comparable market capitalization by an average of 49% over a five-year period, as measured by total returns to shareholders.

