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Altri autori (Persone)	MardMichael J
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Nota di contenuto	Driving Your Company's Value:Strategic Benchmarking for Value; About the Authors; Contents; 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; NOTES; 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; NOTES; Step 2: Desired Future State; FUTURE STATE; CORE STRATEGY; CRITICAL SUCCESS FACTORS; KEY PERFORMANCE INDICATORS BENCHMARKING NOTES; 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; NOTES; Step 4: Alignment Execution; ALIGNMENT EXECUTION; PUTTING IT TOGETHER; NOTES; Step 5: Benchmark and Monitor Return on Strategy Execution; BENCHMARK AND MONITOR RETURN ON STRATEGY EXECUTION;

Sommario/riassunto

Driving Your Company's Value: Strategic Benchmarking for Value is a step-by-step book presenting a valuation-oriented methodology that helps companies maximize shareholder value. It offers clear, concise, and concrete methods for management to create and preserve value, complete with case study applications. In an easy-to-read format, it brings together the aspects of the Financial Accounting Standards Boards' new performance measurements, the balanced scorecard, and the new guidelines on fraud detection and Extensible Business Reporting Language (XBRL).* Identifies the critical decisions
