1.	Record Nr.	UNINA9911020169703321
	Autore	Baker Ronald J (Ronald Joseph), <1962->
	Titolo	Measure what matters to customers : using key predictive indicators / / Ronald J. Baker
	Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2006
	ISBN	9786610652105 9781119201779 1119201772 9781280652103 1280652101 9780470056271 0470056274
	Descrizione fisica	1 online resource (210 p.)
	Disciplina	658.4/038
	Soggetti	Intellectual capital Knowledge management Success in business
	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 (p. 163-169) and index.
	Nota di contenuto	The canary in the coal mine -- The economy of mind -- The old business equation -- The new business equation -- Pantometrists : counting for the sake of counting -- The gospel of efficiency -- All learning starts with theory -- Constructing a theory -- Pantometry versus theory -- Measures that matter -- Developing KPIs for your company -- Increasing knowledge worker effectiveness -- Managing by results versus managing by means -- Human capital, not cattle -- The moral hazards of measurements -- The dreamers versus the pantometrists.
	Sommario/riassunto	Measure What Matters to Customers reveals how to capitalize on Key Predictive Indicators (KPIs), the innovative measures that define the success of your enterprise as your customers do. If you want to increase your company's profits by working smarter, this is the book for you.