

<<Driving Your Company>>

图书基本信息

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### 内容概要

In *Driving Your Company's Value: Strategic Benchmarking for Value*, leading experts Michael Mard, Robert Dunne, Edi Osborne, and James Rigby, Jr., show senior executives how to maximize value by implementing the proven and highly effective five-step SBfV process. Only when a business's strategy, systems, and people have been aligned can a business advance successfully. *Driving Your Company's Value: Strategic Benchmarking for Value* provides a practical and powerful way to ensure businesses get the full benefit from their investment in systems and people. In an easy-to-read format, CEOs, CFOs, general managers, and other senior managers will discover how to:

- Improve strategic decision making
- Provide greater management accountability
- Require a more effective allocation of company resources
- Improve capital management
- Align performance measurement to critical success factors
- Provide a common organizational language
- Develop a corporate structure that understands how daily actions impact value
- Provide the management team with a more effective and communicable strategic planning process

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### 作者简介

Michael J.Mard,CPA/ABV,ASA,is a Managing Director of The Financial Valuation Group (FVG) in Tampa,Florida.He was founding president of The Financial Consulting Group,a national association of professional service firms dedicated to excellence in valuation

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