



## Performance Management: Integrating Strategy Execution, Methodologies, Risk, and Analytics

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By Gary Cokins

Wiley. Hardcover. Book Condition: New. Hardcover. 272 pages. Dimensions: 9.1in. x 6.0in. x 1.3in. Praise for Praise for Performance Management: Integrating Strategy Execution, Methodologies, Risk, and Analytics A highly accessible collection of essays on contemporary thinking in performance management. Readers will get excellent overviews on the Balanced Scorecard, strategy maps, incentives, management accounting, activity-based costing, customer lifetime value, and sustainable shareholder value creation. Robert S. Kaplan, Harvard Business School; coauthor of The Balanced Scorecard: Translating Strategy into Action, The Execution Premium, and many other books Gary Cokins demonstrates in this book that performance management is not a mysterious black art, but a structured, process-oriented discipline. If you want your performance management system to be a smoothly running analytical machine, read and apply the ideas in this book. Thomas H. Davenport, Presidents Distinguished Professor of Information Technology and Management, Babson College; coauthor of Competing on Analytics: The New Science of Winning Drawing on a deep reservoir of knowledge and experience gained from hundreds of customer engagements around the world, Gary Cokins offers an authoritative examination of the major dimensions of performance management. Cokins not only paints a rich and textured view of the major principles and concepts driving performance management implementations. he...

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