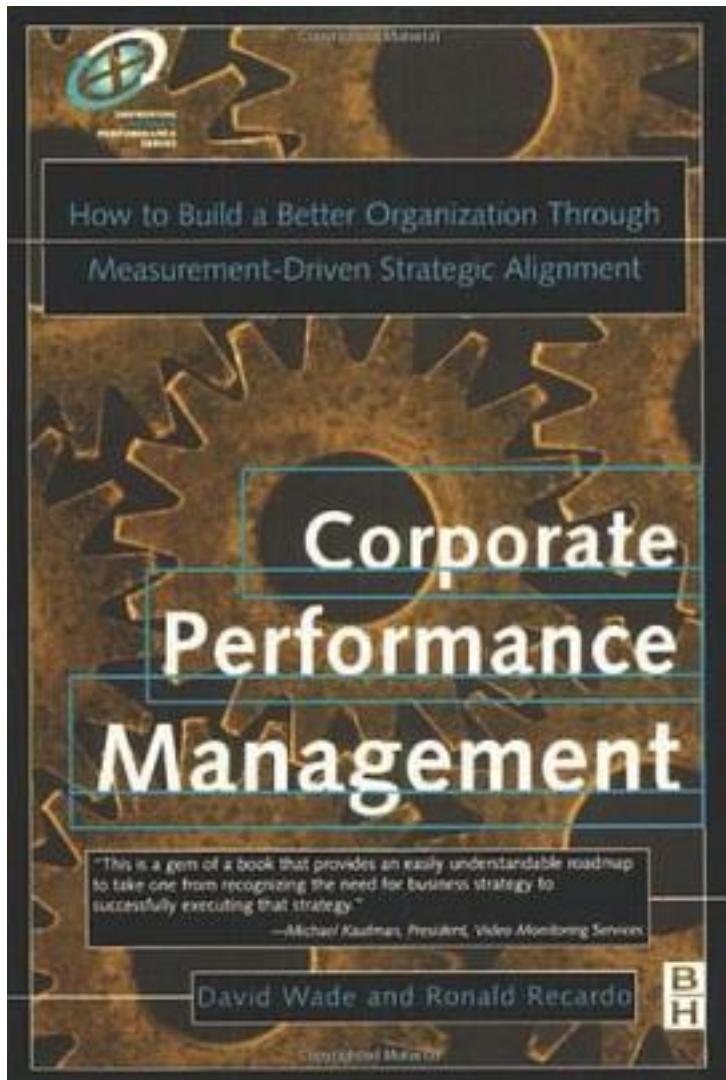


Corporate Performance Management



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Business experts, business economists, and organizational psychologists agree that a specific business strategy must be chosen for a corporation to excel. Beyond the strategy, companies must have a performance measurement system that ties every aspect of the organization - from the boardroom to the factory floor - to the strategy. In their book 'Corporate Performance Management', noted authors David Wade and Ron Recardo show companies how to craft a strategic focus and create sound business strategy by using a unique and pragmatic performance-measurement system. Concepts in the book are illustrated by 'real world' case studies. It provides tools and techniques to show how to apply the concepts within an organization. David Wade is the director of performance measurement for Aetna, Inc., and the author of several business-related books and articles. Ron Recardo is the founder and managing partner of The Catalyst Consulting Group, L.L.C. The author of several articles and books, he is a frequent speaker at meetings of professional associations, trade groups, and senior executives.

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