

# Counting What Counts

## **COUNTING** **WHAT** **COUNTS**

**MARC J. EPSTEIN • BILL BIRCHARD**

TURNING CORPORATE  
ACCOUNTABILITY  
TO COMPETITIVE  
ADVANTAGE

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A comprehensive and practical approach for turning corporate accountability into a competitive asset Drawing from the collective experience of twenty-five years of research, writing, and teaching in the field, Epstein and Birchard present a new approach to managing corporate accountability, as a function of four essential and interlocking drivers: governance, performance measurement, control systems, and reporting. They identify where and how companies fail in meeting requirements of these four cornerstones, and then build a powerful framework for managers at all levels to improve decision making, clarify and communicate strategy, accelerate feedback and learning, and secure stakeholder loyalty.

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目录:

[Counting What Counts 下载链接1](#)

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